

Sport & Recreation Management (379)

Division: Gallaspy College of Education and Human Development Department: Health & Human Performance

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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 and Recreation Management offers students the practical knowledge and educational experience necessary to be exceptionally well-prepared for a career in sport and recreation. Both the public and private sectors of sport and recreation operate as significant businesses in America and around the world. The aim of our program is for students to gain comprehensive knowledge of concepts, including marketing for sport & recreation management, sport psychology, legal and ethical issues in sport, contemporary leadership, facility management, sales and revenue generation, sports officiating, and sport media. Additionally, the curriculum covers business management topics related to sports in various settings such as college athletics, campus recreation, municipal parks and non-profit recreation, and professional sports. Fieldwork experience is required throughout the program, and all students conclude with an applied internship experience.

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AC 2024-2025 marks the first time the Bachelor of Science degree in Sport & Recreation Management has been offered. The degree comprises a blend of online and face-to-face courses, requiring 120 hours of coursework, and includes a minor in Business.

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):

90% of students will earn a performance evaluation of at least 80% or higher on semester assignments in these courses.

Findings. The target was not met.

Analysis.

In AC 2024-2025, the target was not met. Faculty focused on the following to drive improvement: Course materials and curricula were closely aligned to the current National COSMA standards to drive the cycle of improvement. As a result, 90% of students scored a mean score of 80% or higher on coursework in HP 3310 only. 80% of students scored a mean score of 80% or higher in HP 2000; 50% of students scored a mean

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score of 80% or higher in HP 3300; and 81.25% of students scored a mean score of 80% or higher in HP 3320. As a result, targets were met only for HP 3310.

In AC 2024-2025, the target was not met, except in HP 3310

HP 2000	4/5 or 80%
HP 3300	8/16 or 50%
HP 3310	9/9 or 100%
HP 3320	13/16 or 81.25%

Decision.

Based on the information gathered from analysis of the AC 2024-2025 data, faculty will implement the following changes in AC 2025-2026 to drive the cycle of improvement. Data for AC 2024-2025 specific to HP 3300 and 3320 will serve as the baseline for improvement in AC 2025-2026, as this was the first year those courses were taught. Faculty observed that none of the Sophomore level students that were enrolled in HP 3300 met the target. Therefore, faculty will adjust the prerequisite requirements for enrollment in HP 3300 to be either a) junior standing or b) sophomore level standing with at least a 3.0 GPA. 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 students' 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.

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 their critical thinking and problem-solving skills 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. In these action plans, the students must demonstrate proper planning steps, actionable recommendations, and profitability based on the information presented. Students will work directly with industry professionals to develop and carry out their respective plans. 90% of the candidates will score 70% or higher on these projects.

Finding. Target was met.

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Analysis.

In AC 2024-2025, the target was met. Program faculty implemented the following strategies in the AC 2024-2025 to drive the cycle of improvement: Classroom instruction was coupled with assignments requiring interaction with industry professionals, such as job-shadowing, interviews, practicums, and in-class guest speakers. As a result, 100% of students scored a 70% or higher on course projects in HP 4410 and 87.5% of students scored a 70% or higher on their major course project in HP 4430. As a result, targets were met for HP 4410 but not HP 4430.

In AC 2024-2025, the target was met in 2/3 of the content areas.

<i>Course Project</i>	<i>SRM Students meeting target</i>
HP 4410 Annual Fund Campaign	5/5 or 100%
HP 4410 Sponsorship Proposal Project	5/5 or 100%
HP 4430 Marketing & Branding Campaign	7/8 or 87.5%

Decision.

In AC 2024-2025 the target was met. Based on information gathered from analysis of the AC 2024-2025 data, faculty will implement the following changes in AC 2025-2026 to drive the cycle of improvement. In AC 2025-2026, faculty will provide students with direct oversight of club sports in partnership with marketing professionals on campus to further develop the experiential learning process to drive the cycle of improvement in Marketing. Course materials will be closely tightened with industry professionals' expectations and oversight. These changes will improve the students' experiences and development of skillsets via direct access to sport sales & marketing programming, while also assisting the university in marketing its programs, thereby continuing to push the cycle of improvement forward.

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.

Minor in Business courses: ECON 2000, ECON 2010, ACCT 2000

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 economic theories related to the sport and recreation industry. 90% of students will receive 75% or

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better on their final grades in these courses.

Finding. The target was met.

Analysis: In AC 2024-2025, faculty focused on the following to drive improvement: Faculty engaged in early detection of at-risk students who were not showing up to class by checking in with bi-weekly emails and Moodle updates. Faculty also stressed the importance of advising appointments with advisees and communicated with fellow faculty outside of the health & human performance department as needed. As a result, 100% of students received a score of 75% or higher in ECON 2000, ECON 2010, ACCT 2000, HP 3320 and HP 4410. 83.33% of students scored a 75% or higher in HP 4400. As a result, the target was met in all areas except HP 4400.

In AC 2024-2025, the target was met for all courses except HP 4400.

Course	<i>SRM Students meeting target</i>
ECON 2000	6/6 or 100%
ECON 2010	5/5 or 100%
ACCT 2000	4/4 or 100%
HP 3320	9/9 or 100%
HP 4400	5/6 or 83.33%
HP 4410	5/5 or 100%

Decision:

Based on information gathered from analysis of the AC 2024-2025 data, faculty will implement the following changes in AC 2025-2026 to drive the cycle of improvement. Faculty will engage in early detection of at-risk students with the following methods: bi-weekly email check-ins, mid-year advising appointments, and consistent communication amongst fellow faculty when concerns arise. The implemented changes resulted in improved performance in every single category of analysis in AC 2024-2025, thereby proving to be an effective means of enhanced advising and instruction. Even though the target was still not met in HP 4400, performance improved for a still very small class size. As a newer degree program, all courses still have very small cohorts of students, wherein one poor performance can significantly affect the outcomes.

Measure 3.2: 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. 90% of students will receive an 80% 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

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HP 4300: Recreational Sport Management

Finding: Target was met.

Analysis.

In AC 2024-2025 faculty implemented the following strategies to drive the cycle of improvement forward: Fieldwork, observations, and scenario-driven assignments were implemented as a means of practical, hands-on analysis and learning methods. As a result, 31.25% of students scored 80% or higher on their research paper in HP 3300; 85.7% of students scored an 80% or higher on their SESAM project in HP 4470; and 92.3% of students scored a mean score of 80% or higher on their final grade in HP 4300. As a result, the target was not met in 2/3 areas.

In AC 2024-2025, the target was met.

Coursework	SRM students meeting target
HP 3300 Sport Law Research Paper & Presentation	5/16 or 31.25%
HP 4470 Sporting Event Security Assessment Model (SESAM)	6/7 or 85.7%
HP 4300 Final Grade	12/13 or 92.3%

Decision

Based on information gathered from analysis of the AC 2024-2025 data, faculty will implement the following changes in AC 2025-2026 to drive the cycle of improvement. In AC 2025-2026, for HP 3300, faculty will adjust research-based assignments to be submitted in parts, which will allow more frequent and timely feedback. This adjustment should aid in better developing and understanding the research process. As stated earlier in the report, tightened pre-requisites requirements will also ensure that students are better prepared for a course with research-related requirements. The HP 4470 percentage was based on a very small cohort of students (n=7), so just one absent student who did not complete the final project threw off the measurement.

SLO 4: Students will work with practitioners in the field to gain professional experience and demonstrate that they can apply 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 90% of students will receive an 80% or higher on fieldwork related

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assignments and activities (i.e. observations, volunteer hours, collaborative projects, internship evaluations, etc.)

Finding: Target was met.

Analysis.

In AC2024-2025, faculty implemented the following strategies to drive the cycle of improvement forward: Faculty made efforts to directly connect students to alumni, NSU staff, and community members that could aid in the completion of fieldwork-related assignments. As a result, 100% of students scored a mean score of 80% or higher on fieldwork-related assignments in HP 4370, HP 4410, HP 4430, and HP 4200. 85.7% of students scored a mean score of 80% or higher on fieldwork-related assignments in HP 4470. As a result, the target was met in 4/5 evaluative areas.

In AC 2024, 2025 the target was met in 4/5 areas.

Course	SRM students meeting target
HP 4370	3/3 or 100%
HP 4410	5/5 or 100%
HP 4430	8/8 or 100%
HP 4470	6/7 or 85.7%
HP 4200	1/1 or 100%

Decision.

Based on information gathered from analysis of the AC 2024-2025 data, faculty will implement the following changes in AC 2025-2026 to drive the cycle of improvement. In AC 2025-2026, for HP 4470, the course syllabus will be adjusted to reflect that completing the fieldwork experience is a requirement to pass the class. This should ensure that students gain valuable experience in the field and prevent students from skipping the assignments altogether if they feel they can pass without completing them.

Comprehensive Summary of Key Evidence of Improvements Based on Analysis of Results:

SLOs 1, 2, & 3: Graduate faculty reviewed outcomes from AC 2023-2024 and made the following changes in AC 2024-2025 to drive the cycle of improvement.

SLO 1: Faculty focused on the following to drive improvement: Course materials and curricula were closely aligned to the current National COSMA standards to drive the cycle of improvement.

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SLO 2: Classroom instruction was coupled with assignments requiring interaction with industry professionals, such as job-shadowing, interviews, practicums, and in-class guest speakers.

SLO 3: Based on previous information gathered, faculty focused on the following to drive improvement: Faculty engaged in early detection of at-risk students who were not showing up to class by checking in with bi-weekly emails and Moodle updates. Faculty also stressed the importance of advising appointments with advisees and communicated with fellow faculty outside of the health & human performance department as needed.

SLO 4: Faculty made efforts to directly connect students to alumni, NSU staff, and community members that could aid in the completion of fieldwork-related assignments.

Summary Plan of Action for Moving Forward:

SLO 1: Data for AC 2024-2025 specific to HP 3300 and 3320 will serve as the baseline for improvement in AC 2025-2026, as this was the first year those courses were taught. Faculty observed that none of the Sophomore level students that were enrolled in HP 3300 met the target. Therefore, faculty will adjust the prerequisite requirements for enrollment in HP 3300 to be either a) junior standing or b) sophomore level standing with at least a 3.0 GPA. 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 students' 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: In AC 2025-2026, faculty will provide students with direct oversight of club sports in partnership with marketing professionals on campus to further develop the experiential learning process to drive the cycle of improvement in Marketing. Course materials will be closely tightened with industry professionals' expectations and oversight. These changes will improve the students' experiences and development of skillsets via direct access to sport sales & marketing programming, while also assisting the university in marketing its programs, thereby continuing to push the cycle of improvement forward.

SLO 3: Faculty will adjust research-based assignments to be submitted in parts, which will allow more frequent and timely feedback. This adjustment should aid in better developing and understanding the research process. As stated earlier in the report, tightened pre-requisites requirements will also ensure that students are better prepared for a course with research-related requirements.

SLO 4: In AC 2025-2026, for HP 4470, the course syllabus will be adjusted to reflect that completing the fieldwork experience is a requirement to pass the class. This should ensure that students gain valuable experience in the field and prevent students from skipping the assignments altogether if they feel they can pass without completing them.