

Bachelor of Science Student Learning Outcomes Matrix – Academic Year 2020-2021

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	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 data
SLO 1 - Demonstrate an understanding of the subject matter for Sport Administration that reflects a variety of concepts from governance, sociology, ethical legal issues, marketing, finance, and management theory.					
Content knowledge exam (direct)	2020-2021 Under Construction – see Part D, Page 4 for explanation				
Perception of knowledge of subject matter (indirect – exit survey)	Acceptable target is an average score for each content area will be 3.0 or greater on a 1-5 scale. Ideal target is an average score for each content area will be 3.5 or greater on a 1-5 scale.	62 students		Average student rating for the student perception of knowledge of subject matter is 4.17.	Exceeds expectations Exceeds expectations
SLO 2 - Demonstrate an understanding of sport administration that are needed to apply critical thinking skills, identify problems and make sound decisions in practical settings in the sport industry.					
Internship Supervisor Evaluation (indirect)	Acceptable target is 70% of students will be rated as acceptable (2)	120 students (Fall, 2020 and Spring 2021)	96 students were rated as exemplary (3). 24 students were rated as	100% of students engaged in the internship were rated as acceptable or	Exceeds expectations

	<p>or better on a 3-point scale.</p> <p>Ideal target is 80% of students will be rated as acceptable (2) or better on a 3-point scale.</p>		<p>acceptable (2). 0 students were rated as unacceptable (1).</p>	<p>above by their supervisor</p>	
<p>Perception of preparation in ability to apply critical thinking skills, identify problems and make sound decisions in practical settings in sport industry (indirect – exit survey)</p>	<p>Acceptable target is 70% of students will perceive being well prepared (4) or better on a 1-5 scale.</p> <p>Ideal target is 80% of students will perceive being well prepared (4) or better on a 1-5 scale.</p>	62 students	53 students	85.4% of the students surveyed perceived being well prepared (4) or better.	Exceeds expectation
<p>SLO 3 - Use interpersonal communication skills with individuals and groups; disseminate information in a variety of oral, written, technological and electronic formats to diverse populations such as clients, employees and managers.</p>					
<p>Writing Samples (direct)</p>	<p>Acceptable target is 70% of students will score acceptable (2) or exemplary (3) in written communication</p> <p>Ideal target is 80% of students will score acceptable (2) or exemplary (3) in written communication.</p>	34 students	<p>Content development – 29 students</p> <p>Genre – 26 students</p> <p>Sources – 26 students</p> <p>Control of Syntax – 27 students</p>	<p>Content development – 85%</p> <p>Genre – 76%</p> <p>Sources – 76%</p> <p>Control of Syntax – 79%</p>	<p>Meets expectation.</p> <p>Meets expectations.</p> <p>Meets expectations.</p> <p>Meets expectation</p>

<p>Oral Presentations (direct)</p>	<p>Acceptable target is 70% of students will score acceptable (2) or exemplary (3) in oral communication.</p> <p>Ideal target is 80% of students will score acceptable (2) or exemplary (3) in written communication.</p>	<p>36 students (Fall, 2020 and Spring 2021))</p>	<p>34/36 students scored a “2” or better on each of the criteria in the rubric.</p>	<p>94.4% of students scored a “2” or better on each of the criteria in the rubric.</p>	<p>Exceeds expectation</p> <p>Exceeds expectation</p>
<p>Perception of ability to effectively communicate in written and oral modes (indirect – exit survey)</p>	<p>Acceptable target is an average rating of all students who complete the survey will be 3.0 or higher on a 1-5 scale.</p> <p>Ideal target is an average rating of all students who completes the survey will be 3.5 or higher on a 1-5 scale.</p>	<p>62 students</p>	<p>Average score was 4.40.</p> <p>51/62 students rated 3.5 or higher.</p>	<p>82.2% of students rated their perception as 3.5 or higher.</p>	<p>Exceeds expectation</p> <p>Exceeds expectation</p>
<p>SLO 4 - To understand, interpret, critique and apply research to improve practice in the chosen field.</p>					
<p>Research Assignment (student artifact - direct)</p>	<p>Acceptable target is 70% of students will score acceptable (2) or exemplary (3).</p> <p>Ideal target is 80% of students will score</p>	<p>34 students</p>	<p>Topic selection – 34 students</p> <p>Existing knowledge – 29 students</p> <p>Analysis – 23 students</p>	<p>Topic selection – 100%</p> <p>Existing knowledge – 85%</p> <p>Analysis – 68%</p>	<p>Meets expectation</p> <p>Meets expectation</p>

	acceptable (2) or exemplary (3).		Conclusions – 28 students	Conclusions – 82%	Does not meet expectations Meets expectation
Student survey of research application (indirect – exit survey)	Acceptable target is average of all students who complete the survey will be a 3.0 or higher on a 1-5 scale. Ideal target is average of all students who complete the survey will be a 3.5 or higher on a 1-5 scale.	62 students	Average score was 3.8. 62/62 students rated 3.0 or higher. 43/62 students rated 3.5 or higher.	100% of students rated their perception as 3.0 or higher. 69.3% of students rated their perception as 3.5 or higher.	Exceeds expectation

Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.

Program-Level Operational Effectiveness Goals Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1 - To maintain commitment to the University's mission and the mission of the Sport Administration/Sport Management program.			
Employ faculty who are excellent teacher-scholars, nationally competitive in research and creative activities.	<p>Faculty will publish in top ranked journals and make presentations both internationally and nationally.</p> <p>100% of tenure-track faculty will complete 2 presentations and/or publications annually.</p>	<p>The current faculty recorded a significant number of publications in top ranked journals in the field such as: <i>Sociology of Sport Journal</i>, <i>Sport Business & Management</i>, <i>Sport Management Review</i>, <i>International Journal of Sports Marketing & Sponsorship</i>, <i>Communication & Sport</i>, <i>Leisure Sciences</i>, <i>Nonprofit Management & Leadership</i>, etc.</p> <p>15+ presentations (national and international top-tier academic conferences). Examples include that NASSM, CSRI, EASM, Esports, SMAANZ, etc.</p>	Exceeds expectations
OEG 2 - Serve as a unifying force on campus.			
Actively participate in campus life	Students will engage in campus activities.	The undergraduate and graduate program regularly participates in fairs sponsored by campus life, accepts and presents guest lectures to students and college employees.	Meets expectations
Faculty will be proactive in fostering a positive relationship between the athletic and academic communities.	Faculty will engage in fostering relationship with LSU Athletics.	Sport Management faculty (tenure-track and professional practice) participate in seminars with the Cox Communications Academic Center for	Meets expectations

		Student Athletes such as Major Decisions Symposium. We also support and assist LSU Athletics employees pursuit of graduate degrees.	
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OEG 3 - Accept assessment as an important vital tool to ensure the program is meeting goals.

Reporting	The assessment coordinator will report data annually.	Sport Administration/Management annual assessment data are maintained in Task Stream at the Office of Assessment and Evaluation.	Meets expectation.
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OEG 4 - Provide opportunities for undergraduate and graduate student professional growth.

Research Opportunities	Graduate students in the Ph.D. program will publish in top ranked journals and make presentations both internationally and nationally. 100% of doctoral students will complete at least one presentation or accepted publication.	All returning doctoral students either published or had papers accepted in journals. Multiple presentations (i.e., over 10) were collectively made at national and international conferences such as: College Sport Research Institute, NASSM, and Applied Sport Management Association. Also one student received a NASSM Student Research Grant.	Exceeds expectations
Professional development activities	Opportunities for professional development.	There are several in-service opportunities for graduate students hosted by the SOK or university graduate school.	Meets expectations
Volunteer work opportunities	Students will engage in opportunities that enhance the community.	During pandemic year graduate students volunteered for work/athletic events on-campus, bowl games in New Orleans, and in their own hometowns. During the pandemic year undergraduate students did not have the opportunity to participate in volunteer opportunities. The undergraduate students did	Meets expectations

		complete mini-internships (KIN 2999) during the fall, 2020 and spring, 2021. The Sport Administration Association (SAA) continued to have guest speakers – the meetings were virtual.	
OEG 5 - To continuously improve teaching, learning and research productivity.			
Demonstrate through faculty teaching evaluations and course elective offerings.	Faculty will demonstrate productivity in teaching, learning and discovery.	Teaching evaluations were above 4.0 for the 2020-2021 year. Teaching Awards and Honors: Nominated for CHSE Distinguished Teaching Award	Meets expectations.
Demonstrate through faculty publications and presentations;	Faculty will publish in top ranked journals and make presentations both internationally and nationally.	See OEG 1	Exceeds expectations
OEG 6 - To explore, nurture and strengthen partnerships with community and area sport organizations and businesses.			
Input from Advisory Board	Commit to an annual meeting with advisory board.	Hold an annual meeting with Advisory Board in the fall. There was not an annual meeting in the fall, 2020. Will reconvene the Advisory Board in the academic year 2021-2022 to receive input for additions to the curriculum on addressing diversity issues.	Does not meet expectation.
Data on partnerships (internships, volunteer opportunities; both formal and informal)	Students and faculty will explore, nurture and strengthen partnerships with the community.	Internship sites: LSU Athletics (various teams and departments), LSU Recreation, LSU Residential Life, Baton Rouge Recreation, Baton Rouge Soccer, etc.	Meets expectations.

PROGRAM DIVERSITY PERFORMANCE DATA

Dashboard Data			
Total Sport Management Undergraduate Enrollment (majors, minors, tracks, concentrations)	UCFY 182 UCAC 92 CHSE 394 Commerce concentration: 323, Leadership concentration: 68		
Total Sport Management Master's Enrollment (majors, minors, tracks, concentrations)	43		
Total Sport Management Doctoral Enrollment (majors, minors, tracks, concentrations)	5		
Percentages of female and male majors (separate out undergraduate, master's and doctoral)	Number Percentage		
	Undergraduate		
	# Female	173	25.9%
	# Male	496	74.1%
	Master's		
	# Female	19	44.1%
	# Male	24	55.8%
	Doctoral		
# Female	1	20%	
# Male	4	80%	
Student Demographics: Number of Students by race/ethnicity (separate out undergraduate, master's and doctoral)	Number Percentage		
	Undergraduate		
	# African American/Black	150	.224%
	# Amer Indian/Alas Native	2	.003%
	# Asian	5	.007%
	# Caucasian/White	406	.607%
	# Hispanic/Latinx	52	.078%
	# Nat Hawaiian/Pac Islander	1	.001%
	# Two or more races	27	.04%
	# Unknown	10	.015%
	# Nonresident alien	16	.024%
	Master's		
	# African American/Black	7	.163%
	# Amer Indian/Alas Native	0	
	# Asian	1	.023%
	# Caucasian/White	27	.628%
	# Hispanic/Latinx	4	.093%
	# Nat Hawaiian/Pac Islander	0	
	# Two or more races	3	.07%
	# Unknown	1	.023%
# Nonresident alien	0		
Doctoral			
# Asian	1	.20%	
# Caucasian/White	4	.80%	

Student: Faculty Advising Ratio	Student advising for the most part is done at the College level by the Office of Student Services. Faculty in the School of Kinesiology are not assigned advising duties.		
Total Number of Full-time, Tenured or Tenure Track Sport Management Faculty		Number	Percentage
	Full-time faculty	7	
	#Tenured faculty	3	
	#Tenured track faculty	5	
Total Number of Part Time/Adjunct Sport Management Faculty		Number	Percentage
	Adjunct		
	#PT faculty	1	
Ratio of Male and Female Faculty		Number	
	#Female Faculty	3	
	#Male Faculty	5	
Faculty Demographics: Number of Faculty by race/ethnicity		Number	Percentage
	# African American/Black	1	
	# Amer Indian/Alas Native		
	# Asian	1	
	# Caucasian/White	5	
	# Hispanic/Latinx		
	# Nat Hawaiian/Pac Islander		
	# Two or more races	1	
	# Unknown		

PROGRAM INFORMATION PROFILE

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

Name of Institution: Louisiana State University
Program/Specialized Accreditor(s): Commission of Sport Management Accreditation (COSMA)
Institutional Accreditor: Southern Association of Colleges and Schools Commission (SACSCOC)
Date of Next Comprehensive Program Accreditation Review: September 2024
Date of Next Comprehensive Institutional Accreditation Review: 2024_____
URL where accreditation status is stated: <https://www.lsu.edu/oie/accreditation/sacscocaccreditation.php>

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

1. Graduation Year: 2019-2020 # of Graduates: 139 Graduation Rate: _____
2. Average Time to Degree: 4-Year Degree: _____ 5-year Degree _____
3. Annual Transfer Activity (into Program): Year: 2020-2021 _____
of Transfers: 22 _____ Transfer Rate: _____
4. Graduates Entering Graduate School: Year: _____
of Graduates: _____ # Entering Graduate School: _____
5. Job Placement (if appropriate): Year: _____
of Graduates: _____ # Employed: _____

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