

M.Ed. in Sports Management

2007 NCA Progress Report #9

Introduction/Context: In this program, students develop skills to organize and administer a variety of programs from professional and amateur sport to physical and recreation programs. These programs are in demand in a number of settings, including private, public, corporate, agency, and community facilities and organizations.

Goals: The program's seven primary goals are as follows:

1. Students will understand why people participate in sport and physical activity and the role of sport and physical activity in politics, entertainment, fitness, skill acquisition, and competition.
2. Students will understand and be able to apply concepts, principles, and theories related to sport law, marketing, and economics as related to sport.
3. Students will demonstrate management and leadership skills required in sport and sport related businesses.
4. Students will understand a wide range of relevant facts, concepts, principles, and theories in elective areas related to sports management (e.g., nutrition, physiology, biomechanics, sport psychology, and sport sociology) and will be able to apply them in the supervision of sport related programs.
5. Students will understand the rules, functions, and organizations related to sport governance at national and international levels.
6. Students will understand the roles of management, public, and labor relations in sport and physical activity.
7. Students will be able to review research in sports management and be able to effectively describe, analyze, and critique this research.

Program faculty who reflected on what was considered to be "best practice" developed these goals. Departmental faculty were consulted and provided input, where necessary. Goals have been constant since this program commenced.

Outcomes: As they relate to the seven goals noted above, the program's intended outcomes are tabled in the accompanying Status Report #9. These outcomes along with the previously mentioned goals were developed concurrently. Program and departmental faculties performed similar functions as indicated above. Outcomes have not been revised since initially developed.

Research: Evidence from the comprehensive examinations and practicum evaluations (which include the assessment of professional standards as contained in the Graduate Practicum Guidelines) is used to determine if goals and outcomes are being met. Although these evaluation tools have not been revised as they provide sufficient information for oversight, students also maintain a standards-based professional portfolio that is formally assessed as part of the practicum experience.

Findings: Data analysis has consisted primarily of frequency counts and percentages that were then aggregated and treated in a manner that reflect overall program outcomes. The sample size (N column) varies according to the number of practicum and comprehensive exam students across the three semesters covered by this review.

Review: Mixed reports of program faculty reviewing assessment data. The entire sports management program at both UG/Grad levels has begun a curricular review to determine if curriculum aligns with professional standards and employer demands. Some students are not performing well on the research question on the comprehensive examination; despite a specialized research methods course taught in the Department and a review session as part of the practicum meeting.

Actions: Program will “drill down” data on two outcomes that were not met and review potential influences on why the research question continues to be not met—e.g., is there too long of a period between successful completion of the course and attempting comprehensive exams? are those not doing well on this measure also having to repeat the research course?

NORTH CENTRAL ASSOCIATION STUDENT ASSESSMENT PLAN

2007 College of Education and Human Services Status Report #9

Program: M.Ed. in Sports Management

Summer 2005 / Fall 2005 / Spring 2006

PROGRAM OUTCOME	ASSESSMENT OUTCOME	N	RESULTS	ACTIONS TAKEN TOWARD PROGRAM/STUDENTS
(1) Graduates will understand why people participate in sport and physical activity and the role of sport and physical activity in politics, entertainment, fitness, skill acquisition, and competition.	(1a) 90% or more will score 1.5 out of 3 or greater on "problems" question of comprehensive examination.	25	88% met criterion (22 of 25) (mean = 1.81)	No action taken to date. Program faculty will meet to discuss this learning outcome and revisit the assessment measure
(2) Graduates will understand and be able to apply concepts, principles, and theories related to sport law, marketing, and economics as related to sport.	(2a) 90% or more will score 1.5 out of 3 or greater on area of emphasis questions of comprehensive examination.	25	92%(22 of 25) met criterion (mean = 1.87)	No action required.
	(2b) 80% or more will have a rating of at least 3 out of 4 on item 3 of practicum evaluation instrument.	15	100% met criterion (mean = 3.67)	No action required.
(3) Graduates will demonstrate management and leadership skills required in sport and sport related businesses.	(3a) 80% or more will have an average rating of at least 3 out of 4 on items 1, 6, 7, and 8 on practicum evaluation instrument.	15	100% met criterion (mean = 3.76)	No action required.
(4) Graduates will understand a wide range of relevant facts, concepts, principles, and theories in elective areas related to sports management (e.g., nutrition, physiology, biomechanics, sport psychology, and sport sociology) and will be able to apply them in the supervision of sport related programs.	(4a) 90% or more will average 1.5 out of 3 or greater on all sports management questions of comprehensive examination.	25	92% (23 of 25) met criterion (mean = 1.78)	No action required
(5) Graduates will understand the rules, functions, and organizations related to sport governance at national and international levels.	(5a) 90% or more will score 1.5 out of 3 or greater on "governance" question of comprehensive examination.	25	NA	Question was not selected by students for comprehensive exams. Program will revisit this outcome measure given unpredictability of gathering data
(6) Graduates will understand the roles of management, public, and labor relations in sport and physical activity.	(6a) 90% or more will score 1.5 out of 3 or greater on "personnel management" question of comprehensive examination.	25	NA	Question was not selected by students for comprehensive exams. Program will revisit this outcome measure given unpredictability of gathering data
(7) Graduates will be able to review research in sports management and be able to effectively describe, analyze, and critique this research.	(7a) 90% or more will score 1.5 out of 3 or greater on "research" question of comprehensive examination.	25	60% (15 of 25) met criterion (mean = 1.42)	Preparation sessions were conducted during practicum orientation; downward trend is worrisome. To date, no action taken, will convene this fall to discuss strategies to implement.