

Program-Level Student Learning Outcomes Matrix –
Academic Year 2017 – 2018

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 – Develop and apply critical thinking skills and ability to incorporate and synthesize both primary and secondary sources in analyzing and solving problems and ethical issues.					
MASM Exit Survey (Indirect)	80% of students will report being “Very Satisfied” or “Satisfied” with Item 10 as it relates to acquiring knowledge & skills to apply to real-world cases	13	11	85%	3
MASM Exit Survey (Indirect)	80% of students will report being “Very Satisfied” or “Satisfied” with Item 12 as it relates to preparation to conduct basic research	13	9	69%	1
Journal Article Critique #2 MASM 535: Sport Research (Direct)	80% of students will score 80% or higher on the critique based on the grading rubric	24	23	96%	3
Commissioner’s Paper, MASM 574: Collegiate Athlete Develop. & Wellness Sport (Direct)	80% of students will score 80% or higher on final commissioner’s paper based on the grading rubric	18	15	83%	3
SLO 2 – Students will be able to integrate key learning concepts into experiential learning opportunities/assignments via courses and/or the internship.					
MASM Internship Self-Evaluation Survey (Indirect)	80% of students will report “Somewhat” or “A Great Deal” on item number 2 as it relates to course preparation for the internship	15	15	100%	3

Internship Supervisor Evaluation (Direct)	80% of students will receive a rating of 3 or 4 on demonstrating relevant industry knowledge	12	12	100%	3
Sport Management Internship (Direct)	80% of students will score 80% or higher for the MASM internship	12	10	83%	3
MASM Exit Survey (Indirect)	80% of students will rate being "Very Satisfied" or "Satisfied" with item number 11 as it relates to opportunities for experiential learning and preparation for leadership in sport	13	11	85%	3
SLO 3 – Effectively demonstrate both oral and written communication skills through a variety of mediums.					
Oral & Written Presentation MASM 558: Sport Sales and Sponsorship (Direct)	80% of students will score 80% or higher on the oral presentation based on the scoring rubric.	28	28	100%	3
Internship Supervisor Evaluation (Indirect)	80% of interns' supervisors will evaluate the students' verbal communication level as "Good" to "Excellent"	12	12	100%	3
Internship Supervisor Evaluation (Indirect)	80% of interns' supervisors will evaluate the students' written communication level as "Good" to "Excellent"	12	12	100%	3

Current Issues Paper, MASM 555: Financial Aspects of Sport (Direct)	80% of students will score 80% or higher on the oral presentation based on the scoring rubric.	24	24	100%	3
SLO 4 – Understand the potential of technology in the sport management field & demonstrate the ability to use technology in applications such as presentations, social media, marketing, and analyzing and interpreting data.					
Social Issues Presentation, MASM 600: Social Issues in Sport (Direct)	80% of students will score 80% or higher on the assignment based on the scoring rubric.	19	19	100%	3
Sport Management Thesis (Direct)	100% of Thesis students will PASS their stage of the thesis based on Thesis Guidelines set forth by the MASM program and their thesis committee.	2	2	100%	3
MASM Exit Survey (Indirect)	80% of students will rate being “Very Satisfied” or “Satisfied” with item number 6 as it relates to instructional use of technology	13	7	53.9%	1
Internship Supervisor Evaluation (Indirect)	85% of interns’ supervisors will evaluate the students’ media/technology level as “Good” to “Excellent”	12	12	100%	3
<p>**Explanation of course action for intended outcomes not realized:</p> <p>SLO 1, Indirect Measure 2: Research is always a challenge with students, as many seem averse to it and some even afraid of it; however; in the spring semester, for the first time the instructor took more of a practical/applied approach to the course where students had the opportunity to collect and analyze data themselves. The feedback on the teacher evaluations for this approach was very positive, thus, the instructor intends to incorporate more of this approach in the coming fall 2018 semester. Having students actually “do” research makes it more real for them and a little less intimidating.</p> <p>SLO 4, Indirect Measure 1: The University has recently adopted a new learning management system, Canvas, that has shown to be more student and instructor-friendly than the previous system used. The previous system posed quite a few challenges and limited functionality, which was particularly problematic in such a heavily technology-driven world in which we live. Thus far, Canvas has received positive feedback from students and faculty.</p>					

Notes: 1) If you are using different direct and indirect measures for different degree programs, please replicate this form, using one form for each program that has different measures. If different programs use

the same measures, only one copy of this form is needed. 2) At a minimum, you are required to use two direct and two indirect measures to assess all of your student learning outcomes. You are not required to measure each student learning outcome with more than one measure, though it is encouraged. This matrix offers space to show that you have more than one measure for each SLO, but it is not required.

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 commit to excellence in sport management			
Measure – COSMA Accreditation	Full accreditation by COSMA	Accreditation Maintained	2
OEG 2 – To enhance student learning through offering an effective curriculum			
Measure – MASM Exit Survey	80% of students will report being “very satisfied” or “satisfied” with the curriculum	85%	3
OEG 3 – To provide students with quality faculty			
Measure – MASM Exit Survey	80% of students will report being “very satisfied” or “satisfied” with the quality of faculty	77%	1
OEG 4 – To maintain a positive program reputation and raise its profile in the Charlotte area			
Measure 1 – MASM Exit Survey	80% of students will report being “very satisfied” or “satisfied” with the reputation of the program	92%	3
<p>**Explanation of course action for intended outcomes not realized:</p> <p>OEG 3: Sometimes the adjuncts employed are from the sport industry and may not be very effective in the academic setting. The Program Director has worked hard to retain a consistent roster of adjuncts who have proven very valuable to the program. In the coming semester, two highly evaluated adjuncts will be added to the program; one whom is a professor and will be co-teaching a Sport Marketing class with an industry professional with higher education teaching experience.</p>			

Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.

PROGRAM INFORMATION PROFILE

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

Name of Institution

Institution: Wingate University

Program Accreditor: COSMA

Institutional Accreditor: SACS

Date of Next Comprehensive Program Accreditation Review: 2020

Date of Next Comprehensive Institutional Accreditation Review: 2026

To learn more about the accredited status of the program, click here:

[MASM Program Website](#)

Program Context and Mission

Program Mission: Through strong faculty and curriculum, the MASM program will combine an intensive academic regimen with a strong emphasis on experiential learning through hands-on experiences to prepare students to be leaders in the sport industry and beyond.

Program Goals: 1) Commit to excellence in sport management 2) Enhance student learning through effective curriculum 3) Provide quality faculty 4) Maintain a positive program reputation

Brief Description of Student Population: 50% traditional; 50% non-traditional

Admissions Requirements: 2.75 undergraduate GPA; official scores from the GRE, GMAT or MAT; 2 recommendations; essay of intent/personal statement for graduate school

Indicators of Effectiveness with Undergraduates As Determined by the Program -NA

1. Graduation
Year: _____ # of Graduates: _____ Graduation Rate: _____
2. Completion of Educational Goal (other than certificate or degree – if data collected)
of Students Surveyed: _____ # Completing Goal: _____
3. Average Time to Certificate or Degree
1-Year Certificate: _____ 2-Year Degree: _____ 4-Year Degree: _____
4. Annual Transfer Activity
Year: _____ # of Transfers: _____ Transfer Rate: _____
5. Graduates Entering Graduate School
Year: _____ # of Graduates: _____ # Entering Graduate School: _____
6. Job Placement (if appropriate)
Year: _____ # of Graduates: _____ # Employed: _____
7. Licensure/Certification Examination Results: _____

8. Additional Indicators, if any: _____

