

**Program-Level Student Learning Outcomes Matrix –
Academic Year 2018 – 2019**

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	5	5	100	3
Journal Article Critique #2, MASM 535: Sport Research (direct)	80% of students will receive scores of 20/25 or higher	27	27	100	3
MASM Internship Supervisor Evaluation (indirect)	80% of students will receive a rating of 3 or 4 on item 11 of Professional Qualities	17	17	100	3
Interview Research Paper, MASM 535: Sport Research (direct)	80% of students will receive scores of 60/75 or higher	27	21	78	1
SLO 2 – Students will be able to integrate key learning concepts into experiential learning opportunities/assignments via courses and/or the internship.					
MASM Exit Survey (indirect)	80% of students will report “Somewhat” or “A Great Deal” on item number 10 as it relates acquisition of knowledge & skills applicable to the real world/career field	5	5	100	3
Internship Supervisor Evaluation (indirect)	80% of students will receive a rating of 3 or 4 on demonstrating relevant industry knowledge	17	17	100	3
Stadium Evaluation, MASM 559: Sport Venue & Event Mgmt. (direct)	80% of students will receive scores of 56/70 or higher	13	12	92	3

Group Debate, MASM 600: Social Issues in Sport (direct)	80% of students will receive scores of 40/50 or higher	18	18	100	3
SLO 3 – Effectively demonstrate both oral and written communication skills through a variety of mediums.					
Leadership Group Presentations MASM 591: Org. and Admin. of Sport (direct)	80% of students will receive scores of 80/100 or higher	11	11	100	3
Thesis Defense, MASM 632: Sport Management Thesis II (direct)	80% of students will receive a PASS on their final thesis defense	2	2	100	3
Internship Supervisor Evaluation (indirect)	80% of students will receive a rating of 3 or 4 on item 10 of Professional Qualities (email communication/etiquette)	17	17	100	3
Internship Supervisor Evaluation (indirect)	80% of students will receive a rating of 3 or 4 on item 1 of Professional Qualities (verbal communication)	17	17	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.					
Leadership Group Presentations MASM 591: Org. and Admin. of Sport (direct)	80% of students will receive scores of 80/100 or higher	11	11	100	3
Internship Supervisor Evaluation (indirect)	80% of students will receive a rating of 3 or 4 on item 9 of Professional Qualities (technological skills)	17	17	100	3
Social Media Audit, MASM 553: PR & Social Media in Sport (direct)	80% of students will receive scores of 40/50 or higher	17	16	94	3
Internship Supervisor Evaluation (indirect)	80% of students will receive a rating of 3 or 4 on item 7 of Professional Qualities (organize, classify & deliver information effectively)	17	17	100	3
**Explanation of course action for intended outcomes not realized:					
<p>SLO 1, Direct Measure 2: Based on previous positive student feedback on this particular assignment (spring 2018), the instructor kept it as part of the course curriculum for the fall 2018 semester. Overall, the feedback was again positive. But for one student who failed to turn in the assignment at all, this SLO would have been met. The instructor will continue to incorporate this hands-on assignment in the Sport Research class, while making some minor adjustments to it.</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 - Commit to excellence in sport management			
Measure 1: COSMA Accreditation	Full accreditation by COSMA	Accreditation Maintained	2
OEG 2 – Enhance student learning by offering an effective curriculum			
Measure 1: MASM Exit Survey	80% of students will report being “very satisfied” or “satisfied” with the curriculum	80%	2
Measure 2: MASM Exit Survey	80% of students will report being “very satisfied” or “satisfied” with experiential learning activities & preparation for leadership in sport	100%	3
OEG 3: Provide students w/ quality faculty			
Measure 1: MASM Exit Survey	80% of students will report being “very satisfied” or “satisfied” with advisement by faculty	100%	3
Measure 2: MASM Exit Survey	80% of students will report being “very satisfied” or “satisfied” with quality of faculty	80%	2
OEG 4: 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	80%	2
Measure 2: Intern Supervisor Evaluation	80% of internship supervisors will report wanting to have another student	80%	2

	from Wingate intern with their organization		
**Explanation of course action for intended outcomes not realized:			

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: The student population is about 60% non-traditional students and about 40% traditional students.

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: _____

Form developed by the Council for Higher Education Accreditation. © updated 2015