

**Eastern Illinois University**  
**Bachelor of Science: Sport Management**  
**Assessment Report Fall 2020**  
**Submitted By: Kristin Brown, Ph.D.**

The undergraduate sport management program continues to stress the importance of assessment and the undergraduate learning goals within our sport management program. However, we would like to move towards a more program specific approach in the near future. The recent struggle with COVID-19, along with numerous adjuncts, and lack of full-time faculty in our program have made it difficult to move forward in assessment as well as other areas. These struggles have made it difficult to collect data where necessary, so our program hopes to improve in the near future.

## Year 2

### Non-Accredited Programs Only

#### Student Learning Outcomes (SLOs) for Academic Programs

Please list all of the student learning outcomes for your program as articulated in the assessment plan.

1. SM students will demonstrate the ability to write effectively
2. SM students will demonstrate the ability to speak (present) effectively to a group
3. SM students will demonstrate responsible citizenship competencies
4. SM students will effectively demonstrate and apply essential management competencies in a practical, internship setting for a sports/fitness organization.

#### Overview of Measures/Instruments

<i>SLO(s)</i>	<i>ULG*</i>	<i>Measures/Instruments</i> <i>Please include a clear description of the instrument including when and where it is administered</i>	<i>How is the information Used?</i> <i>(include target score(s), results, and report if target(s) were met/not met/partially met for each instrument)</i>
1.  <i>Note: Measures might be used for more than 1 SLO</i>	W	Writing skills were assessed in KSR 4327- Ethical Persuasive Essay Using EIU EWP Rubric (Content, Organization, Style, Mechanics) -	27 students were assessed during the evaluation period. Results: Content= 3.5 average Organization= 3.81 average Style= 3.5 average Mechanics= 3.2 average Students would collectively achieve a mean score of 3.0 out of 4.0 on each of the 4 components on each the EIU EWP Rubric *The targets were met for EWP writing rubric during this period
2.	S	Oral skills were assessed in KSR 4328 during the policy presentation using the EIU Oral & Speaking Rubric: Organization, Language, Material, Analysis, Nonverbal delivery, verbal delivery	11 Students were assessed during the time period. Results Organization= 3.9 Language = 4 Material = 3.45 Analysis = 3.36 Nonverbal delivery = 3.64 Verbal delivery =3.81 Students would collectively achieve a mean score of 3.0 out of 4.0 on each of the 6 components on the EIU Oral & Speaking Rubric *Targets were met during this period.

<p><b>SLO(s)</b></p> <p><i>Note: Measures might be used for more than 1 SLO</i></p>	<p><b>ULG*</b></p>	<p><b>Measures/Instruments</b></p> <p><i>Please include a clear description of the instrument including when and where it is administered</i></p>	<p><b>How is the information Used?</b></p> <p><i>(include target score(s), results, and report if target(s) were met/not met/partially met for each instrument)</i></p>
<p>3.</p>	<p>R</p>	<p>Responsible citizenship competencies were assessed in KSS 4328 (Governance) through participation in an Olympic bidding process group activity. The activity required student groups to research and create a persuasive presentation on why a actual bidding city would be ideal to host a future Olympic Games because of successful integration of ‘responsible citizenship’ characteristics into their bid proposal such as ‘sustainability, environmental impact, urban regeneration, and event legacy’.</p> <p>* See ‘KSS 4328’ Attachment for Rubric used to assess student performance on the Olympic Project.</p>	<p>16 Students were assessed during the evaluation period.</p> <p>All students will demonstrate ‘excellence’ in responsible citizenship competencies through a 90% or higher combined performance evaluation on the Olympic Games Project.</p> <p>16/16 students ≥ 90%</p> <p>Average score of 45.88/50</p> <p>*Targets were met or exceeded during this time period</p>
<p>4.</p>		<p>SM students will effectively demonstrate and apply essential management competencies in a practical, internship setting for a sports/fitness organization.</p> <p>Assessment of five (5) management competencies by the internship site coordinator using a Likert-scale (5 to 1) evaluation tool:</p> <ul style="list-style-type: none"> <li>- Professional behavior</li> <li>- Interpersonal skills</li> <li>- Problem-solving skills</li> <li>- Written communication</li> <li>- Verbal communication</li> </ul>	<p>Individually, students will achieve a mean score of 4.5 Or higher (90%+ = ‘excellence’) on the 5 measured management competencies.</p> <p>Collectively, SM students will achieve a group mean score of 4.5 out of 5.0 (90%+ = ‘excellence’) or higher on each of the 5 measured management competencies.</p> <p>65 SM students completed internship requirements and were assessed during the evaluation period.</p> <p><u>Individual assessment:</u></p> <p>* 58 of 65 students (89.2%) achieved a mean score of 4.2 or higher on the 5 measured management competencies.</p> <p><u>Collective assessment:</u></p> <p>* Group means for each measured management competency variable: (n=65)</p>

<b>SLO(s)</b>  <i>Note: Measures might be used for more than 1 SLO</i>	<b>ULG*</b>	<b>Measures/Instruments</b>  <i>Please include a clear description of the instrument including when and where it is administered</i>	<b>How is the information Used?</b>  <i>(include target score(s), results, and report if target(s) were met/not met/partially met for each instrument)</i>
			<ul style="list-style-type: none"> <li>- Professional behavior (4.6)</li> <li>- Interpersonal skills (4.75)</li> <li>- Problem-solving (4.5)</li> <li>- Written comm. skills (5)</li> <li>- Verbal comm. skills (4.55)</li> </ul> <p>*Target was partially met. The mean score of 4.5 was only met in 62% of the students during this time period on the 5 measured management competencies. 90% +=excellence. However, 89% did reach <math>\geq 4.2</math> out of 5. The group means were met on 4.5 out of 5 on the measured management competencies.</p>

*\*Please reference any University Learning Goal(s) (ULG) that this SLO, if any, may address or assess. C=Critical Thinking, W=Writing & Critical Reading; S=Speaking and Listening; Q=Quantitative reasoning; R=Responsible Citizenship; NA=Not Applicable*

### **Improvements and Changes Based on Assessment**

1. Provide a short summary (1-2 paragraphs or bullets) of any curricular actions (revisions, additions, and so on) that were approved over the past two years as a result of reflecting on the student learning outcomes data. Are there any additional future changes, revisions, or interventions proposed or still pending?

One addition that the sport management faculty may include is the introduction of the global citizenship rubric that was found on the EIU website. This may allow for more consistency within the Governance in Sport course during the Olympic Project.

In the spring of 2021, we hope to meet as a team, both adjunct and full-time faculty to discuss where we need to move from here. We recognize as a program that we have a lot of gaps in our assessment data, however, the only thing we can do is move forward. I recently met with many of our adjuncts and our unit B faculty to discuss where we could improve for the future. Dr. Kattenbraker has also secured a faculty representative in each area to organize the effort of refining our assessment report in the future. Dr. Gard has agreed to serve as Sport Management's faculty representative to assist in streamlining the assessment process.

2. Please provide a brief description or bulleted list of any improvements (or declines) observed/measured in student learning. Be sure to mention any intervention made that has not yet resulted in student improvement (if applicable).

One decline in the sport management assessment was found in the individual assessment of the student's internship. The individual assessment had decreased overall compared to the previous report; however, the scores were still above 80%. There was not one specific sport management competency during the internship that students struggled with, it varied with each individual student. Hopefully as a program, we can provide our students the opportunity to be well rounded in all five areas so they are well-prepared as they enter internship.

The largest decline is the absence of the data, but we will continue to work on this. However, the small amount of data that the program does have is promising regarding our student population. I also plan to increase our targets to 3.2 on a 4.0 scale.

3. Using the form below, please document annual faculty and committee engagement with the assessment process (such as the review of outcomes data, revisions/updates to assessment plan, and reaffirmation of SLOs).

<b>History of Annual Review</b>		
<b>Date of Annual Review</b>	<b>Individuals/Groups who Reviewed Plan</b>	<b>Results of the Review (i.e., reference proposed changes from #1 above, revised SLOs, etc...)</b>
10/6/2020	Kristin Brown, Sport Management	

**Dean Review & Feedback**

\_\_\_\_\_

Dean or designee

\_\_\_\_\_

Date

**Eastern Illinois University**  
**Department of Kinesiology, Sport, and Recreation**  
**KSR 4328**

**Group Evaluation: Olympic Project**

Group members:

Power point presentation \_\_\_\_\_ (5 points possible)

- Easy to read
- Slides were appealing
- No mistakes

Introduction to the City \_\_\_\_\_ (10 points possible)

- May include history
- Population
- Native information

Motto, Mission/Vision, Goals \_\_\_\_\_ (10 points possible)

Olympic themes \_\_\_\_\_ (10 points possible)

- Must have at least 5

Legacy on the city & Economic impact- \_\_\_\_\_ (5 points possible)

- What will the Olympics do for the city?
- How will it affect the individuals who live there?

Overall presentation \_\_\_\_\_ (10 points possible)

- addressed each part of Olympics
- Brought part of the Olympic Spirit to the presentation
- thorough coverage of material
- teamwork

**Total: \_\_\_\_\_ (50 points possible)**

**Overall Comments:**