

# 2018-2019 FAMU-STARS Assessment Form (Instructional Programs)

## Sport Management (MS) 31.0504

### FAMU-STARS Report

**Assessment List Findings for the Assessment Measure level for Content Knowledge Proficiency Graduate Students will display knowledge and understanding of the core/fundamental concepts relevant to effective practice for those seeking careers in the sport management field: Content Knowledge Proficiency – Graduates will be able to:** – Apply subject-specific theories, paradigms, concepts, practices, and principles of Sport Management; - Communicate accurate knowledge related to sport management content in a comprehensible manner using appropriate language and style; - Use subject matter knowledge in Sport Management activities to interrelate topics from a variety of perspectives, interests, and points of view; - Demonstrate a breadth of subject matter that enables graduates to network and collaborate with colleagues from other fields to integrate theory and practice; and - Use references, materials, and technologies of the subject in a manner appropriate to the participant.(Imported)(Imported)

Goal/ Objective	<p>Content Knowledge Proficiency</p> <p>Graduate Students will display knowledge and understanding of the core/fundamental concepts relevant to effective practice for those seeking careers in the sport management field:</p> <p>Content Knowledge Proficiency – Graduates will be able to:</p> <p>– Apply subject-specific theories, paradigms, concepts, practices, and principles of Sport Management;</p> <p>- Communicate accurate knowledge related to sport management content in a comprehensible manner using appropriate language and style;</p> <p>- Use subject matter knowledge in Sport Management activities to interrelate topics from a variety of perspectives, interests, and points of view;</p> <p>- Demonstrate a breadth of subject matter that enables graduates to network and collaborate with colleagues from other fields to integrate theory and practice; and</p> <p>- Use references, materials, and technologies of the subject in a manner appropriate to the participant.(Imported)(Imported)</p>													
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	Direct - Grading with criteria or rubric	Eighty-five percent of students will earn a minimum score of "83%" in each of the listed content courses based on the appropriate rubric scale (PET 5466)		
	Direct - Grading with criteria or rubric	Graduate students will engage in classroom lectures and participate in presentations focused on social issues in sports. Out of the students presenting on issues and trends in the field, 90% will earn 80% or more on the appropriate assignment(s) in the following course: (PET 5145).		
Assessment Findings				
	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Summary</b>	<b>Attachments of the Assessments</b>
Direct - Grading with criteria or rubric	Has the criterion Eighty-five percent of students will earn a minimum score of "83%" in each of the listed content courses based on the appropriate rubric scale (PET 5466) been met yet? Met	100% (N = 23) of the students scored 83% or greater on the content courses based on the appropriate rubric scale.	PET_5466_Theory_and_Practice_of_Sport_and_Leisure_Management_Case_Study_Results_2019_1.docx	- : 100% of the students earning 83 % or higher on the appropriate assignments. Students gained experience investing in products that typically have a relationship with sports enterprises. Also, students recognized the names of many of these companies as suppliers and/or advertisers commonly seen in sporting events.
Direct - Grading with criteria or rubric	Has the criterion Graduate students will engage in classroom lectures and participate in presentations focused on social issues in sports. Out of the students presenting on issues and trends in the field, 90% will earn 80% or more on the appropriate assignment(s) in the following course: (PET 5145). been met	With 90% (N = 23) of the students earning 80% or higher on the appropriate assignments, it is proven that they were highly engaged in classroom lectures and participated in presentations focused on social issues in sports leading to an increase in content knowledge.	PET_5145_Problem_in_Physical_Education_Social_Issues_in_Sport_results_2019_1.docx	- : With 90% of the students earning 80% or higher on the appropriate assignments. Students were highly engaged in classroom lectures and participated in presentations focused on social issues in sports leading to an increase in content knowledge.

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**Assessment List Findings for the Assessment Measure level for Communication Proficiency Graduate students will be able to demonstrate proficiency in written and oral communication skills necessary for effective management in the sport industry. Graduates will be able to: - Demonstrate proficiency in written and oral communication skills by synthesizing and summarizing information related to topics in sport management; - Communicate (verbal & nonverbal) effectively with stakeholders, including those with disabilities and those of varying cultural and linguistic backgrounds; and - Communicate with colleagues, community stakeholders, and administrators consistently and appropriately regarding current trends and issues in Sport Management.(Imported)(Imported)**

Goal/ Objective	Communication Proficiency  Graduate students will be able to demonstrate proficiency in written and oral communication skills necessary for effective management in the sport industry. Graduates will be able to: - Demonstrate proficiency in written and oral communication skills by synthesizing and summarizing information related to topics in sport management; - Communicate (verbal & nonverbal) effectively with stakeholders, including those with disabilities and those of varying cultural and linguistic backgrounds; and - Communicate with colleagues, community stakeholders, and administrators consistently and appropriately regarding current trends and issues in Sport Management.(Imported)(Imported)													
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Direct - Grading with criteria or rubric	Has the criterion Ninety percent of students will earn a minimum score of 83% on the course assignments based on the appropriate rubrics related to communication (SPM 5308). been met yet? Met	92% (N = 23) of students were able to achieve a minimum score of 83% on the course assignment based on the appropriate rubrics related to communication.	SPM_5308_Marketing__Fundraising_in_Sports_Business_Plan_Presentation__Results_2019.docx	- : 92% of students were able to achieve a minimum score of 83% on the course assignment based on the appropriate rubrics related to communication. The class instructor will retain the capstone project as a key to assignment in this class. The class instructor will revise the assignment to include more relate sports market strategies as criteria within the next year's rubric.
Direct - Internships and clinical evaluation	Has the criterion Internship supervisors will evaluate students' written and verbal communication skills via an evaluation form and through formal and informal written and oral communication. Ninety percent of internship supervisors will indicate the student intern's ability to communicate effectively in written and verbal communication is positive. been met yet? Met	In this assessment, internship supervisors evaluated the students' written and verbal communication skills via an evaluation form. 100% (N = 23) of internship participants received over 80% on the supervisor evaluation (scoring 4 or 5 on a 1-5 point Likert scale).	SPM_5940__Internship_in_Sport_and_Leisure_Management__Results_2019_2.docx	- : Internship participants received over 80% on the supervisor evaluation showing strong and efficient communication skills. This indicated the importance of communication effectiveness between our students and the internship site supervision.

will effectively understand and demonstrate the foundational steps in the research process by developing a research proposal and actively engage in the collection, analysis and presentation of primary and secondary data . Students will demonstrate appropriate use of strategies and techniques related to comprehending, synthesizing, summarizing, analyzing, and evaluating information.(Imported)(Imported)

Goal/ Objective	<p>Critical Thinking Proficiency</p> <p>Graduate students will effectively understand and demonstrate the foundational steps in the research process by developing a research proposal and actively engage in the collection, analysis and presentation of primary and secondary data . Students will demonstrate appropriate use of strategies and techniques related to comprehending, synthesizing, summarizing, analyzing, and evaluating information.(Imported)(Imported)</p>																
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	Direct - Grading with criteria or rubric	Has the criterion Students will show a fair understanding to create/design a sports management based product or service by scoring 80% or higher on the capstone project. been met yet? Met	Students showed immense critical thinking capabilities leading to an overall result of 94% (N = 23) of students scoring 80% or higher and meeting the required criteria.	SPM_5505_Sport_Finance_Report_Spring_2019_resutls_1.docx	- Other (If other, please specify in narrative box.): 94% of students scoring 80% or higher and meeting the required criteria. The instructor will continue to use the rubric and different products and services to next year's assignment.

**Assessment List Findings for the Assessment Measure level for Scholarship Competency The Graduate Student will engage an approved internship that brings theory to practice for a minimum of 400 clock/contact hours. Graduates will demonstrate scholarship competency (memberships and affiliations, research, publication, resume writing, interviewing, presentations, workshops, seminars, etc.) by engaging in scholarly and creative activities, and becoming professionally affiliated with Sport Management professions. Graduates will be able to: - Demonstrate involvement in scholarly activities; - Demonstrate involvement & affiliation in professional associations (join professional associations and organizations; - Attend professional conferences, seminars, and/or workshops, - Complete at least one Mock Interview.; - Engage in research activities that may lead to presentations and/or publications; - Demonstrate appropriate resume writing strategies; and - Complete at least one Mock Interview.(Imported)(Imported)**

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**Assessment List Findings for the Assessment Measure level for Service Competency Students will demonstrate involvement in professional development through participation at the local, state, regional, national, and/or**

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### Improvement Narrative List

#### Assessment List Findings for the Assessment Measure level

Goal/Objective	<p>Content Knowledge Proficiency</p> <p>Graduate Students will display knowledge and understanding of the core/fundamental concepts relevant to effective practice for those seeking careers in the sport management field:</p> <p>Content Knowledge Proficiency – Graduates will be able to:</p> <ul style="list-style-type: none"> <li>- Apply subject-specific theories, paradigms, concepts, practices, and principles of Sport Management;</li> <li>- Communicate accurate knowledge related to sport management content in a comprehensible manner using appropriate language and style;</li> <li>- Use subject matter knowledge in Sport Management activities to interrelate topics from a variety of perspectives, interests, and points of view;</li> <li>- Demonstrate a breadth of subject matter that enables graduates to network and collaborate with colleagues from other fields to integrate theory and practice; and</li> <li>- Use references, materials, and technologies of the subject in a manner appropriate to the participant.(Imported)(Imported)</li> </ul>					
Assessment Measure	Direct - Grading with criteria or rubric					
Assessment Findings	Met					
Improvement Narrative	<table border="1" data-bbox="332 1850 1511 1995"> <thead> <tr> <th data-bbox="332 1850 548 1921">Improvement Type</th> <th data-bbox="548 1850 1511 1921">Summary</th> </tr> </thead> <tbody> <tr> <td data-bbox="332 1921 548 1995"></td> <td data-bbox="548 1921 1511 1995">100% of the students earning 83 % or higher on the appropriate assignments. Students gained experience investing in products that typically have a</td> </tr> </tbody> </table>		Improvement Type	Summary		100% of the students earning 83 % or higher on the appropriate assignments. Students gained experience investing in products that typically have a
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	100% of the students earning 83 % or higher on the appropriate assignments. Students gained experience investing in products that typically have a					

	relationship with sports enterprises. Also, students recognized the names of many of these companies as suppliers and/or advertisers commonly seen in sporting events.
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Goal/Objective	<p>Communication Proficiency</p> <p>Graduate students will be able to demonstrate proficiency in written and oral communication skills necessary for effective management in the sport industry. Graduates will be able to:</p> <ul style="list-style-type: none"> <li>- Demonstrate proficiency in written and oral communication skills by synthesizing and summarizing information related to topics in sport management;</li> <li>- Communicate (verbal &amp; nonverbal) effectively with stakeholders, including those with disabilities and those of varying cultural and linguistic backgrounds; and</li> <li>- Communicate with colleagues, community stakeholders, and administrators consistently and appropriately regarding current trends and issues in Sport Management.(Imported)(Imported)</li> </ul>					
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		92% of students were able to achieve a minimum score of 83% on the course assignment based on the appropriate rubrics related to communication. The class instructor will retain the capstone project as a key to assignment in this class. The class instructor will revise the assignment to include more relate sports market strategies as criteria within the next year's rubric.
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Assessment Measure	Direct - Internships and clinical evaluation					
Assessment Findings	Met					
Improvement Narrative	<table border="1"> <thead> <tr> <th>Improvement Type</th> <th>Summary</th> </tr> </thead> <tbody> <tr> <td></td> <td>Internship participants received over 80% on the supervisor evaluation showing strong and efficient communication skills. This indicated the importance of communication effectiveness between our students and the internship site supervision.</td> </tr> </tbody> </table>		Improvement Type	Summary		Internship participants received over 80% on the supervisor evaluation showing strong and efficient communication skills. This indicated the importance of communication effectiveness between our students and the internship site supervision.
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Goal/Objective	Critical Thinking Proficiency  Graduate students will effectively understand and demonstrate the foundational steps in the research process by developing a research proposal and actively engage in the collection, analysis and presentation of primary and secondary data . Students will demonstrate appropriate use of strategies and techniques related to comprehending, synthesizing, summarizing, analyzing, and evaluating information.(Imported)(Imported)					
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Goal/Objective	Scholarship Competency  The Graduate Student will engage an approved internship that brings theory to practice for a minimum of 400 clock/contact hours. Graduates will demonstrate scholarship competency (memberships and affiliations, research, publication, resume writing, interviewing, presentations, workshops, seminars, etc.) by engaging in scholarly and creative activities, and becoming professionally affiliated with Sport Management professions.  Graduates will be able to: <ul style="list-style-type: none"> <li>- Demonstrate involvement in scholarly activities;</li> <li>- Demonstrate involvement &amp; affiliation in professional associations (join professional associations and organizations;</li> <li>- Attend professional conferences, seminars, and/or workshops,</li> <li>- Complete at least one Mock Interview.;</li> <li>- Engage in research activities that may lead to presentations and/or publications;</li> <li>- Demonstrate appropriate resume writing strategies; and</li> <li>- Complete at least one Mock Interview.(Imported)(Imported)</li> </ul>					
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<p>Goal/Objective</p>	<p>Service Competency</p>
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## Reflection - Overall Report

### Overall Reflection

*This section is designated for you to provide your overall reflection on the Assessment Report. Your overall reflection should include statements that define the following questions: 1. What worked well over the course of the current assessment cycle? (Tell us your success story) 2. What changes for improvement were made in the current assessment cycle that were tied to results and action plans from the previous assessment cycle? (Tell us how you are continuously improving) 3. What needs improvement and what will be done to address areas of opportunity? (Summarize your action plans for improvement)*

**Student performances in critical thinking, content knowledge, and communication are doing well. Classes content are offering students sufficient resources for success. Students are being required to complete more writing assignment and thus improving their overall success in the program.**

### Overall Program: Recommendations for 2019-2020

**Continue to involve sport management students with departmental research projects.**

**Involve sport management students with the new HPER Club and students activities.**

**Expand internship opportunities.**

**Strive to have more students to complete a thesis and continue graduate studies (terminal degree).**

**During this assessment cycle, students attended the following:**

- 1) The Florida State University Sport Management Conference & Career fair, Florida A&M Career fair.**
- 2) College Sport Research Institute Conference at the University of South Carolina**
- 2) FAMU HPER Graduate Conference (graduating students presented)**

**Professional Development: Overall, faculty in the department of HPER/Sport Management feels that students need to be exposed to more professional development opportunities at the state, national, and international levels and present more at professional conferences.**

To accomplish our expansion of the internship program, we have hired new personnel to focus on experiential learning. The intention is to have a dedicated employee to enhance the internship process by focusing on the market, assisting students with professional development (i.e., helping with resumes, the application process), and helping students

navigate the internship process. Additionally, we have enhanced our connection with the FAMU Writing Center to improve our students' capstone projects and benefit from the current Write-on FAMU QEP project, by using the system to our benefit. We will continue to use our research course and the associated project to increase student participation in professional conference. In addition to this, the college will continue to provide financial assistance to attend conferences. Finally, in the next 3 years we intend to align our program outcomes with the COSMA accrediting body outcomes and to pursue accreditation.

**Supporting Information (Optional)**

*Please attach any optional supporting documentation.*

**Proposed Assessment Budget for upcoming Assessment Cycle (Optional)**

*Please provide planned Assessment Budget and justification. Be advised that any budget allocation would be made at the College/School level and is outside the purview of the Office of University Assessment.*