Program Revie

SelfStudy Template

Revised 141-2019

ist all degrees described in th	nis report (add lines as necessary)	
Degree B.A. Sport Manageme	nt CIP code 31.0	504
Degree:M.Ed. Sport Managem	nent CIP* code: 31.	0504
Degree:** B.A.S. Workforce Le	eadership & ApptlicLearnin@IP* code: 52	.0213
To look up go to: Classification of Ir	nstructional Programs Web <u>site, http://nces.ed.gc</u>	v/ipeds/cipcode/Default.aspx?y=55
*Not being reviewed in this Progra	leview Report, since the degree officially started	in fall 2019.
Certificate (s):		
aculty of the academic unit (a	add lines as necessary)	
If interdisciplinary, please list y	our core teaching facu tr yd department nai	me ifexternal to academic un)t
NAME(List department-if external to unit)	SIGNATURE	TENURE OR NOTENURE TRACK
Bobby Berry		NTT
Ricki Ellison		Academic AdvisøNTT
Wonyoung Kim		Tenured (Assoc Professo
JeffNoble	'	Tenured (Assoc Professor

data will be provided

Part1: Departmental Purpose, Relationship to **Une**versity Missioand Strategic Plan engagement

Please list the program purpose statement. Explain 2nconcise paragraphs the role of the program and tie them to the University mission (printed below) and strategic plan.

The mission of Wichita State University is to be an essential

mentoring training; and TheBoys and Girls Club to provide responsible and safe social events. Economially, the department's programs have been involved in servicearning projects, such as work with the Wichita Open, Friends University Athletics, WSU Athletics, and the WichitartSpForum. By

students—we have set our 80% thresholds of "satisfied or higher," **wh**iis in alignment with both our COSMA accreditation and WLAL outcomes assessment plan.

E. Provide a overalldescription of your program(s) including any change made since the last review?

The Sport Managemen programs (B.A. and M.Ed.) are credited programs that prepare students—through courses and applied learning experiences influenced by industry—peactices—to work in a variety of occupations within the sport, recreation, and physical activity industry. Additionally, there are a number of graduates, both graduate and undergraduate students, that work within a variety of industries, such as education, entertainment, hospitality and tourism, retail, financial planning, insurance, and other forms of specialized business. Using direct and indirect assessments of SLOs and OEGs, the port Management programs have incorporated data driven decisionaking processes into our evaluative processes. Additionally, we connect with internal and external stakeholders through active organizations, such as the Sport Management Student Association (SMSA), Sport Management Alumni Association (SMAA), and the Sport Management Advisory Council; these organizations provide oversight and feedback with our main constituents: Students, alumni, and practition error sport Management Programs hosted a COSMA reaccreditation site visit in October of 2019, received unanimous approval for reaccreditation in February of 2020, and will be accredited through 2027.

Since our last programeview in 2017, the Department of Sport Managnent has added minors in Esports Management and Workforce Leadersimpresponse to students' demand and interest in specialized educational programming Additionally, we have added the WLAL degree program, which is the first Bachelor of Applied Sciencære at WSU. The WLAL is a new degree program focusing on developing 2ft century job skills (i.e. "soft" skills) and leadership through a variety of course options. The WLAL includes 21 credit hours of applied learning, which consists of almost 1,700 bfoomsthe-job training where students are rigorously assessed with weekly, midterm, and final assessments involving site supervisor feedback, student debriefing projects, and other direct assessments. WLAL is a flexible degree, which has both online and additional major degree codesproviding students the chance to tailor their educational experience to their career and/or life goals. WLAL's Partnership Alliance is an external advisory council with members from a variety of industries including accountin firms, senior care, military representatives, organizational culture specialists, and other occupations from business and industry. Since Fall 2019 was the first official semester the WLAL was offered, there is no data collected on WLAL majors or the gram for analysis during this Program Review reporting cycle.

A. Briefly explain the standards in place in your college/department for the evaluation of your facultyesearch/scholarship/creative activityen interdisciplinary program, please report on the program where faculty research has been recorded and provide narrative related to productivity.

In 2017, both the College of Applied Studies (known as the College Education at the time) and the Department of Sport Management adopted the Uniscope model for tenure, promotion, and annual reviews. As a result, faculty are evaluated on the three dimensions or forms of scholarsteipching, research/creative activity, and service—and the key functions of knowledge (discovery, integration, application, and education). Key to annual productivity is the departmental and college evaluations, which provide assistant, associate, and full professors explicit expectations and feedback. Expectations, for example, of acceptable research productivity for an assistant professor clearly listed within the College of Applied Studies' policies and procedures. The college's Faculty Personnel Committee (FPC) also provides detailed amual feedback for probationary faculty, which is in addition to departmentered feedback. Annual departmentered evaluations, using the university mechanism of the Faculty Activity Record (FAR), involve onen-one meetings with the department chair and dataculty, regardless of their

Vermillion, Mark	Professor/Chair	Yes (5%)

Part3: Academic Progra(ss) and Emphases

D. Assessment of Learning Outcomes

1. Complete the table below with program level data.

finance (72.1%), budgeting (71%), and business analytics (72.1%). There needs to be more focused attention on these concepts within the appropriate courses. These courses and concepts have been historically low and have increased recently, but there needs to be more

	6) SMGT 447 internship site		
	supervisor evaluation		
Students will	1) SMGT 112		

Students will demonstrate the oral, written and interpersonal communication skills necessary for effective sport management practice.

Sport Management-M.Ed.

Learning Outcomes	Assessment Type	Assessment	Target/Criteria (desired program level	Results	Analysis
(most programs will	(e.g., portfolios,	Tool (e.g.	achievement)		
have multiple	exams)	rubrics,			
outcomes)		grading scale)			
Students will display	1) Comprehensive	1) Rubric	1) 95% at acceptable		
knowledge and understanding of the	exam 2) SMGT 847	2) Rubric3) Survey results	2) 90% acceptable or better for cebe4ion		
management,	internship	4) Survey results			
marketing, public	reflection/integration	5) Evaluation			
relations, financial,	paper	results			
psycho-social, and legal	3) Alumni survey				
concepts relevant to	4) Employer survey				
effective practice for	5) SMGT 847				
those preparing for	internship site				
careers in the sport	supervisor evaluation				
management field.					

Students will demonstrate an understanding of the foundations of effective research in sport management.	1) SMGT 800- research report. 2) SMGT 847 internship reflection/integration paper 3) Alumni survey 4) Employer survey 5) SMGT 847 internship site supervisor evaluation	1) Rubric 2) Rubric 3) Survey results 4) Survey results 5) Evaluation results	1) Minimum 90% at "acceptable" or better 2) 90% acceptable or better for each major section of report 3) Minimum 80% of respondents at "mostly prepared" or better 4) Minimum 80% of respondents at "mostly prepared" or better 5) Minimum 80% of respondents at "mostly prepared" or better, or "agree" on items	1) 100% 2) 100% 3) 93.8%, 88.3% 4) NA 5) 100%, 100%	Exceeds expectations Exceeds expectations Exceeds expectations Not scheduled for reporting until July Exceeds expectations Exceeds expectations
Students will display an understanding of and appreciation for diversity and its impact on managerial decisionmaking in sport.	1) SMGT 810-diversity paper. 2) SMGT 847 internship reflection/integration paper 3) Alumni survey 4) Employer survey 5) SMGT 847 internship site supervisor evaluation	1) Rubric 2) Rubric 3) Survey results 4) Survey results 5) Evaluation results	1) Minimum 90% at "acceptable" or better 2) 90% acceptable or better for each major section of report 3) Minimum 80% of respondents at "mostly prepared" or better 4) Minimum 80% of respondents at "mostly prepared" or better 5) Minimum 80% of respondents at "mostly prepared" or better, or "agree" on items	1) NA 2) 100% 3) 97%, 95.3% 4) NA 5) 90%, 95%	Not scheduled for reporting until July 2020 Exceeds expectations Exceeds expectations Not scheduled for reporting until July 2020 Exceeds expectations
Students will demonstrate the oral, written and interpersonal communication skills necessary for effective sport management practice.	1) SMGT 803- marketing plan. 2) SMGT 847 internship reflection/integration paper 3) Alumni survey 4) Employer survey 5) SMGT 847 internship site supervisor evaluation	1) Rubric 2) Rubric 3) Survey results 4) Survey results 5) Evaluation results	1) Minimum 90% at "acceptable" or better 2) 90% acceptable or better for each major section of report 3) Minimum 80% of respondents at "mostly prepared" or better 4) Minimum 80% of respondents at "mostly prepared" or better 5) Minimum 80% of respondents at "mostly prepared" or better, or "agree" on items	1) 100% 2) 100% 3) 94.5%, 97.6%, 99.2% 4) NA 5) 100%, 100%, 100%	1) Exceeds expectations 2) Exceeds expectations 3) Exceeds expectations 4) Not scheduled for reporting until July 2020 5) Exceeds expectations
Students will acquire more than 800 hours of field experience in which the knowledge and skills acquired in their sport management classes are successfully applied in a sport management setting.	1) SMGT 847 resume 2) SMGT 847 internship reflection/integration paper 3) SMGT 847 internship site supervisor evaluation 4) Alumni Survey	1) Rubric 2) Rubric 3) Evaluation results 4) Survey results	1) Minimum 90% at "acceptable" or better 2) 90% acceptable or better for each major section of report 3) Minimum 95% receiving "agree" on performance evaluation items and 80% of responses to other items at either "mostly prepared" or better, or "agree" 4) Minimum 805 "mostly valuable" or better	1) 100% 2) 100% 3) 100% 4) 87%	1) Exceeds expectations 2) Exceeds expectations 3) Exceeds expectations 4) Meets expectations

2. Provide an analysis and evaluation of the data by learner

E. Assessment & Student Satisfaction

Both the B.A.—Sport Management and M.Ed.-Sport Management degree programs employ alumni, employer, and student exit surveys. These surveys, per our COSMA approved assessment plans, are collected in regular cycles and intervals. For example, Employer and program Alumni Surveys are collected every three (3) years. Survey data was collected for the UG Alumni survey, GR Alumni Survey, and Employer survey were filtered to examine the date range 1/2018-6/2019. Note: Reporting for the Employer Survey is not scheduled until July of 2020; data for this survey are still being collected.

Regarding alumni and employer surveys, please the following:

Collection Date	Assessment Tool	N/N	%	Result/Analysis
1/2018-6/2019	¹ UGAlumni survey	1) 49/51	1) 96.1%	1) selfreport a rating of 7 or higher
		2) 40/51	2) 78%	2) selfreport a rating of 8 or higher
1/2018-6/2019	² GR Alumni survey	1) 119/122	1) 97.5%	1)
		2) 111/122	2) 91%	

F. General Education

1. Does your program support the uneinsity General Education program ? Yes ⋈ No

If yes, please complete the table below listing the general education courses and noting which of the general education outcomes are addressed in the classo, skip this question.

Table3 General Education Outcomes

Course	Results	Assessment Type	(General Educa	tion Outcon	nes
			Have acquired knowledge in the arts, humanities, and natural and social sciences	Think critically and independently	Write and speak effectively	Employ analytical reasoning and problem-solving techniques
Math 242: Calculus I	2015: 96% passed 2016: 87% passed 2017: 96% passed			х		x

Note: Not all programs evaluate every goal/skillogPams may choose to use assessment rubrics for this purpasseple forms available:at http://www.aacu.org/value/rubrics/

2. UseTable 4to furtherex plain fronteich goals of the WSU General Education Program furthallelai

I. Overall Assessment

1. Define the overall quality of the a

 #20 Sport Management Undergraduate Degree (2018)perts Management
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NOTE: The B.A. S. Workforce Leadership and Applied Learning (WLAL) is not discussed in this program review, since the degree dinot commence until fall 2019. The WLAL will be reviewed in the next Program Review Reporting cycle. It should be noted, though, that the WLAL has an Outcomes Assessment plan, which includes direct and indirect assessments of SLOs and OEGs. Similaring pour urces/mechanisms, such as the use of alumni surveys, employer surveys, student exit survey data, and applied learning site supervisor evaluations, will be used to assess program quality.

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Selfreported salary ranges for graduate and undergraduate students from alumni surveys

Salary range (\$)	Graduate students (%)	Undergraduate students (%)
100,000 or more	16	16
80,00099,999	10.1	10
60,00079,999	22.7	10
40,00059,999	31.9	32
20,00039,999	16	20
Less than 20,000	3.4	12

¹ B.A. Alumni Survey: Filtered 1/296/2019 (n=54); M.Ed. Alumni Survey: Filtered 1/296/2019 (n=116)

In addition to collecting data regardingalary, both program alumni also selfeported their official positions within the sport industry, based uponocupational level. Those data are as follows:

Percent graduate and undergraduate students work in selected employment sectors and descriptors:

Employment descriptor	Graduate students(%)	Undergraduate student\$%)
Entry-level within sports	6.9	9.8
Mid-level within sports	44.8	35.3
Seniorlevel within sports	24.1	25.5
Outside of Sports	24.1	29.4

¹ B.A. Alumni Survey: Filtered 1/206&2019 (n=54); M.Ed. Alumni Survey: Filtered 1/206 2019 (n=116)

Students are employed within a variety of administrative or managerial levels within intellegiate, professional(including both major league and minor league sport organization); reation, event and facility management and other industry sectors. A typical entrievel position within professional sports, for example, might involve season ticket or sponsorship sales, while a typical leviel position within professional sports would be a director or group sales. A serievel position within intercollegiate sports, for example, would be an Athletic Director (or any of the assistant/associate positions associated with various athletic administration. Continued evolution of job opportunities is expected from both the BLS and department personnel, based upon calculations and networking/relationships.

Regarding undergraduate applications and admits, the rolling 5 FY average (2018) was 124 with 118 admitted (95.2% admission rate), which is higher than the previous 5 Fe/rage (2013-2017) of 108 applicants and 102 admitted (94.4% admission rate); although, admission rates (%) remain comparable. Regarding graduate student applications and admits, the rolling 5 FY average (2018) was 54 with 45 admitted (83.3% admission rate), which is similar with the previous average (2013-2017) of 55 applicants with 45 admitted (82% admission rate) he growth in the undergraduate program was the result of increased recruitment efforts at the university, college, and departmentals. The consistent graduate student population numbers are the direct result of what the small graduate faculty can manage and still sustain high quality graduate education.

Tables 12 through 15 from OPA provide important information in regards to exain patterns of Under represented Minority group members (URMs) for our sport management programs. Rollingation

averages (203-2017) of URMs within the university, College of Applied Studiasd the Department of Sport Managementare as follows:

Academic classification	University %	College %	Sport Management %
Fr. & Soph	19.6	17.1	17.5
Jr. & Sr.	16.2	14.5	17
Masters	10.5	12	13

While Sport Management's URM percentages within the undergraduate population are slightly lower than university percentages for freshmen and sophomores, they are slightly higher as compared to College of Applied Studiespercentages for the same group. Rangling juniors and seniors, Sport Management's URM percentages are slightly higher than both the university attrock College of Applied Studiest should be noted, too, that Sport Management URM percentages for the Master's level are above both the unityers and college URM percentages. Finally, URM percentages for Sport Managemperar in alignment with both the collegelevel and universitylevel environments.

.5 ()-5.5 (t)41ke)+0.65(t)y1a30(a)wit+377.50th +tmeOdiScr(S)-5(L5)(76.56bvTr.0(in(-n)/T)-j5.EgMhO.5 5/h7b54 (t)2b.)>OseMab

mission. For instance, Sport Management applied learning courses have helped to facilitate the signing of
over 160 unique Affiliation Agreements with sport, recreation, and physical activity organizations since fall
of 2018. These site organizations and supervisors are key to helping students grow both personally and
professionally, which is why their feedback is incorporated within our Outcomes Assessment plans for both
the B.A.—Sport Management and M.Ed. Sport Management degree programs.

Part5: Program Service

Analyze the service the Program/certificate provides to the discipline, other programs at the University, and beyond Complete for each program if appropriate at tables 1, 2, 3 and 5a, b and covided by the Office of Planning Analysis (covering SCH by FY and fall census day, instructional faculty; instructional FTE employed; program majors; and degree productional be used to partially address this section.

A. Provide a brief assessmenttbe service the Program provides using SCH by majors and normajors.

The Rolling 5 FY average0(142018) per Table 1

faculty were productive. For example, the Rolly 5-year average (201-2017) of SCH production for tenure eligible faculty was 191.8 SCH; 218.2 for the college during the same timeframe and with the

In addition to the specific partnership listed above, our Sport Management programs have signed over a 160 unique Affiliation Agreements with educational/professional partners serving as sit organizations for our students' applied learning opportunities. The close relationship between our

Part6: Graduate Enrollment Manageme(@EM)

For each graduate program, summarize and reflect on the progress you have made toward your GEM plan following the (a)(d) template.

A. Briefly summarize the GEM plan, paying particular attention to the vision, actions, and GEM evaluation.

The GEM plan for the M.Ed.Sport Management was submitted in April of 2019 to the Graduate school for evaluation. Durig the subsequentleadership change in the Graduate school, GEM plans were to be evaluated in the fall of 2019. As of the writing of this report (spring 2020) we have not received official notification that the plan was approvededed modification or was still needed/active. As a result, the following discussion will present the plan that was submitted in spring 2019. That plan is as follows:

Goal/Objective	Strategies	Metric(s)	Tracking/Reporting

stipulated in the Strategic Enrollment Management plan (SEM).			
5. Increasediversity of graduate student population.	5.1. Promote program to en campus groups of neßMGT majors. 5.2. Promote program to off campus communities including the state and/or region (within the 'T' zone of-170 and l35) by targeting DII/NAIA schools with undergraduate SMGT (or related) programs. 5.3. Market program to international groups/students.	5.1. Measuredby the annual percent (%) of WSU graduates from net MGT majors. 5.2. Measured by the annual percent (%) of out-of-state students, and students from outside of the metro area. 5.33. Measured by the annual percent (%) international students incoming or currently in the program.	of
6. Emphasizenterpersonal skills development through community-based activities.	6.1. Student participation in volunteer/community service while in program. 6.2. Average amount of student participation in volunteer/community service while in program. 6.3. Student participation in college or departmental days of service. 6.4. Student participation in servicelearning projects.	6.1. Graduate school exiturvey data (Q1-2 performed volunteer community service) 6.2. Graduate school exit survey data (Q1-2 hours volunteer community service) 6.3. Measured by the number of graduate students attending college or departmental days of service, or other service projects. 6.4. Measured by the number of graduate students participating in servide arning projects.	6.1. Tracked annually 6.2. Tracked annually b6.3. Tracked annually 6.4. Tracked annually
7. Providementoring for every student within the M.Ed. program.	7.1. Provide access to quality academic mentoring. 7.2. Provide access to quality professional mentoring.	7.1. Graduate school exit survey data (Q21 overall level of satisfaction with the academic advising) 7.2. Required professional mentoring in SMGT 799: Mentoring and Networking in Sport.	7.1. Tracked annually 7.2. Tracked annually

In conjunction with approved Department of Sport Management and the lege of Applied Studies' strategic plans, the M.Ed.-Sport Management program will continue to serve its students, community, and profession through expanded teaching, research, and service activities. To this end, department members emphasize applied learning opportunities and ting-edge content enabling sport management students to develop into well-ducated, ethical, capable professionals. As a result, an idealized vision for the M.Ed.-Sport Management would include the following:

- 1) Regional leader and consistent collaboratorith multiple sport, recreational, and community service centric organizations. (e.g. formalized partnership with a variety of sport or recreation based organizations, such as the Wichita Open)
- 2) Cultivator of professional development, leadership, and educantial partnerships for a variety of constituents. (e.g studenathlete development programming with multiple intercollegiate athletic departments)
- 3) Disseminator professional development, leadership, and educational partnerships for a variety of constituents. (e.g. consumer behavidarsed consulting for regional park and recreation departments)
- 4) Collaborator with other departments, programs, or discipline tracksorder to develop integrative and practitioner-based programs, degrees, minors, certificates, or classes. (e.g. Sports Counseling track with Sport Management and Counseling)

Part7: Undergraduate Enrollment Management

For each undergraduate program, summarized reflect on the progress you have made toward your college's enrollment goals.

A. Briefly describe how the department and faculty have engageable graduate strategic enrollment management including both recruitment and retention initiatives and activities.

The B.A.—Sport Management program supports the University and College SEM goals in a number of ways. In regards to student recruitment, we have beautively involved in all Black and Yellow days on campus, having fulltime faculty meet with prospective studer(tesvery faculty member in the department has met with or taken student visitor meetings) and have developed a 2 + 2 agreement with Butler Community College (we have had discussions with three other community colleges within the state in regards to formalized 2 + 2 agreements, but as of the writing of this report, they have not been finalized). Additional examples involving specific faculty contributions, include:

- 1) Ricki Ellison connected with the Kansas DECA chapter and when they were on campus for a leadership training, we engaged those students in a sport marketing curriculum and activity.
- 2) Jeff Noble(undergraduate coordinator) connecting potential students or parents/guardians of potential students through his role with the NCAA Division II Swimming and Diving and Masters swimming organization Mike Ross, Ricki Ellison, Bobby Berry and Wonyoung Kim also all taking student meetings.
- 3) Bobby Bery served as one of the College of Applied Studies' Recruitment and Retention fellows (2018-2020) where he connected with a wide variety of potential Sport Management, Workforce Leadership and Applied Learning, and other CAS majors.
- 4) Dr. Kim recruited sudents through a variety of mechanisms, including picipating in the WSU Athletics career day events to discuss both Sport Management and Workforce Leadership program to high school students (e.g., Kingman HS); ledivered multiple career introduction presentations at NeoshoCommunity Collegeto South High School students, and Andover middle school

Regarding student retention, there are a number of ways we support student development here at WSU. We have attempted to connect with students—regardless of their academic progress or success—by developing a wide variety of professional development workshops. Many of these workshops, though, deal with building positive coping skills, how to manage time, how to manage

Programlevel Operational Effectiveness Goals: B-ASport Management

Identify Each Operational	Identify the	Data Summary	Assessment Results:
Effectiveness Goal and Measurement Tool(s)	Benchmark		1. Does not meet expectation
			2. Meets expectation
			3. Exceeds expectation
			4. Insufficient data
OEG 1 – Recruit, hire, and	d retain diverse, high quality administrate	ors, faculty, and staff	
**Measure 1	Median result for perceived quality index of "good" or better. All other	82.4% of courses were rated at "good" or better.	Meets expectations
Aggregated SPTE data	data to be considered.		
Measure 2 Faculty scholarship record	Evidence of achievement based on department scholarship policies.	All faculty members with research responsibilities evaluated as meeting or exceeding expectations during annual review	Meets expectations
Measure 3	Average score of 3 or better for each	Mucts in earliers A 928t; with b 600% Obding 4" sacisfier Vallified v	
Exit survey: advising questions (Institutional exit survey)	advising question on survey	tymes, internatives, wome to 07/100 drigs and side wanting w	

		(+6.3%). As a result, the relatively small department produces a sizable number of credit hours for both the college and university.	
Measure 2 Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data reviewed June 11, 2019. Report indicated department retention rates varied by year but were generally comparable with university levels. Undergraduate majors were slightly up from last year (225 vs. 218 majors), thus indicating a healthy undergraduate program. It should be noted, that between 2012 and 2018, undergraduate major headcount has increased 35.9%, according to the Office of Planning and Analysis.	Meets expectations
Measure 3 Employer survey	Average overall rating of graduates of 8 or better. All other data to be considered	NA	Not scheduled for reporting until AY 2020
Measure 4 Advisory council	Annual vote of satisfied	Approved vote (May 3, 2019)	Meets expectations
Measure 5 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan. p	Meets expectations

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Measure 3

Programlevel Operational Effectiveness Goals: M. EdSport Management

