<table>
<thead>
<tr>
<th>Identify Each Student Learning Outcome and Measurement Tool(s)</th>
<th>Identify the Benchmark</th>
<th>Total Number of Students Observed</th>
<th>Total Number of Students Meeting Expectation</th>
<th>Assessment Results: Percentage of Students Meeting Expectation</th>
<th>Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

**SLO 1 -** Demonstrate an understanding of the subject matter for Sport Administration that reflects a variety of concepts from history, sociology, ethical legal issues, marketing, finance and management theory.

<table>
<thead>
<tr>
<th>Content knowledge exam (direct)</th>
<th>Acceptable target is 70% of graduating seniors will score 60% or better</th>
<th>103 students enrolled in KIN 4513</th>
<th>77 students</th>
<th>Acceptable: 74.75%</th>
<th>Meets expectation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ideal target is 70% of graduating seniors will score 70% or better</td>
<td></td>
<td>35 students</td>
<td>Ideal: 33.977%</td>
<td>Does not meet</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perception of knowledge of subject matter (indirect – exit survey)</th>
<th>Acceptable target is an average score for each content area will be 3.0 or greater.</th>
<th>39 students</th>
<th></th>
<th>Average student rating for the student perception of knowledge of subject matter is 4.12.</th>
<th>Exceeds expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ideal target is an average score for each content area will be 3.5 or greater on a 1-5 scale.</td>
<td></td>
<td></td>
<td></td>
<td>Exceeds expectations</td>
</tr>
<tr>
<td>Internship Supervisor Evaluation (indirect)</td>
<td>Acceptable target is 70% of students will be rated as acceptable (2) or better on a 3-point scale.</td>
<td>68 students</td>
<td>57 students were rated as exemplary (3). 11 students were rated as acceptable (2). 0 students were rated as unacceptable (1).</td>
<td>100% of students engaged in the internship were rated as acceptable or above by their supervisor</td>
<td>Exceeds expectations</td>
</tr>
<tr>
<td>Perception of preparation in ability to apply critical thinking skills, identify problems and make sound decisions in practical settings in sport industry (indirect – exit survey)</td>
<td>Acceptable target is 70% of students will perceive being well prepared (4) or better on a 1-5 scale.</td>
<td>34 students</td>
<td>29 students</td>
<td>85.2% of the students surveyed perceived being well prepared (4) or better.</td>
<td>Exceeds expectation</td>
</tr>
</tbody>
</table>
**SLO 3** - Use interpersonal communication skills with individuals and groups; disseminate information in a variety of oral, written, technological and electronic formats to diverse populations such as clients, employees and managers.

<table>
<thead>
<tr>
<th>Writing Samples (direct)</th>
<th>Acceptable target is 70% of students will score acceptable (2) or exemplary (3) in written communication</th>
<th>20 students</th>
<th>Content development – 19 students</th>
<th>Content development – 95%</th>
<th>Exceeds expectation.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ideal target is 80% of students will score acceptable (2) or exemplary (3) in written communication.</td>
<td>105 students</td>
<td>103/105 students scored a “2” or better on each of the criteria in the rubric.</td>
<td>98% of students scored a “2” or better on each of the criteria in the rubric.</td>
<td>Exceeds expectation</td>
</tr>
<tr>
<td>Oral Presentations (direct)</td>
<td>Acceptable target is 70% of students will score acceptable (2) or exemplary (3) in oral communication.</td>
<td>40 students</td>
<td>Average score was 4.20</td>
<td>95% of students rated their perception as 3.5 or higher.</td>
<td>Exceeds expectation</td>
</tr>
<tr>
<td>Perception of ability to effectively communicate in written and oral</td>
<td>Acceptable target is an average rating of all students who complete</td>
<td></td>
<td></td>
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</tbody>
</table>


| modes (indirect – exit survey) | the survey will be 3.0 or higher on a 1-5 scale. Ideal target is an average rating of all students who completes the survey will be 3.5 or higher on a 1-5 scale. | 38/40 students rated 3.5 or higher. | Exceeds expectation |
**SLO 4** - To understand, interpret, critique and apply research to improve practice in the chosen field.

<table>
<thead>
<tr>
<th>Research Assignment (student artifact - direct)</th>
<th>Acceptable target is 70% of students will score acceptable (2) or exemplary (3).</th>
<th>Ideal target is 80% of students will score acceptable (2) or exemplary (3).</th>
<th>20 students</th>
<th>Topic selection – 20 students</th>
<th>Existing knowledge – 20 students</th>
<th>Analysis – 18 students</th>
<th>Conclusions – 18 students</th>
<th>Topic selection – 100%</th>
<th>Existing knowledge – 100%</th>
<th>Analysis – 90%</th>
<th>Conclusions – 90%</th>
<th>Exceeds expectation</th>
<th>Exceeds expectation</th>
<th>Exceeds expectation</th>
<th>Exceeds expectation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student survey of research application (indirect – exit survey)</td>
<td>Acceptable target is average of all students who complete the survey will be a 3.0 or higher on a 1-5 scale.</td>
<td>Ideal target is average of all students who complete the survey will be a 3.5 or higher on a 1-5 scale.</td>
<td>34 students</td>
<td>Average score was 3.645.</td>
<td>30/34 students rated 3.5 or higher.</td>
<td>88.2% of students rated their perception as 3.5 or higher.</td>
<td>Exceeds expectation</td>
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</tr>
</tbody>
</table>
Program-Level Operational Effectiveness Goals Matrix

**This matrix does not include specific measured benchmarks. The SPADM faculty will determine these at the fall meeting in August, 2018.**

<table>
<thead>
<tr>
<th>Identify Each Operational Effectiveness Goal and Measurement Tool(s)</th>
<th>Identify the Benchmark</th>
<th>Data Summary</th>
<th>Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data</th>
</tr>
</thead>
</table>

**OEG 1 - To maintain commitment to the University’s mission and the mission of the Sport Administration/Sport Management program.**

Employ faculty who are excellent teacher-scholars, nationally competitive in research and creative activities. Faculty will publish in top ranked journals and make presentations both internationally and nationally. 30 publications in top ranked journals in the field such as Journal of Sport Management, International Journal of Sport Management and Marketing, Sport Management Review, Journal of Multidisciplinary Research, and Society, International Journal of Sport Communication, Global Sports Business Journal, Journal of Applied Sport Management, Sport Marketing Quarterly, Journal of Amateur Sport and VOLUNTAS. 22 presentations (national and international top-tier academic conferences). Research grants including SEC Research Grant Award, Co-investigator ($9,900) on grant with colleagues from Temple and UF. Exceeds expectations

**OEG 2 - Serve as a unifying force on campus.**

Actively participate in campus life Students will engage in campus activities. The undergraduate program’s Sport Administration Association regularly participates in fairs sponsored by campus life. Meets expectations

Faculty will be proactive in fostering a positive Faculty will engage in Sport Administration faculty participate in seminars with Meets expectations
A relationship between the athletic and academic communities is being fostered with LSU Athletics. The Cox Communications Academic Center for Student Athletes, such as the Major Decisions Symposium, are being utilized to strengthen this relationship.

| OEG 3 - Accept assessment as an important vital tool to ensure the program is meeting goals. | Reporting | The assessment coordinator will report data annually. | Sport Administration/Management annual assessment data are maintained in Task Stream at the Office of Assessment and Evaluation. | Meets expectation. |

| OEG 4 - Provide opportunities for undergraduate and graduate student professional growth. | Research Opportunities | Graduate students in the Ph.D. program will publish in top ranked journals and make presentations both internationally and nationally. | Four doctoral students published 3 articles in journals such as: International Journal of Sport Communication, Journal of Issues in Intercollegiate Athletics and Sport Management Review. The 9 presentations were at national conferences such as: College Sport Research Institute, African Academic of Management, NASSM and NASSH. Also, 3 research grants: Southern Sport Management Doctoral Research Symposium, GSA international travel award, and CHSE travel grant. | Meets expectations. |

| Professional development activities | Opportunities for professional development. | There are several in-service opportunities for graduate students hosted by the SOK or university graduate school. | Meets expectation. |

<p>| Volunteer work opportunities | Students will engage in opportunities that enhance the community. | Placed 74 undergraduate interns at 47 different sites. Volunteer opportunities in KIN 2513: 3096 hours (Fall, 2017 and Spring, 2018). Practicum hours in KIN 2513: 3260 hours (Fall 2017 and Spring 2018). | Exceeds expectations. |</p>
<table>
<thead>
<tr>
<th>OEG 5 - To continuously improve teaching, learning and research productivity.</th>
<th>Sport Administration Association Club speakers. Professional speakers in KIN 2513. Partnership with Minnesota Vikings Innovative Leadership Rotational Program. Partnership with New Orleans Pelicans with the Inside Sales Associate Position internship for graduates.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate through faculty teaching evaluations and course elective offerings.</td>
<td>Faculty will demonstrate productivity in teaching, learning and discovery. Teaching evaluations averaged 4.08 for Fall, 2017. Offered electives including special topics courses covering Human Resource Management in Sport. Teaching Awards and Honors: 2017 EASM Best Conference Research Paper Award, Best Reviewer Award for OAM, International Management, &amp; Management History Division presented at SMA (Fall, 2016); College of Human Sciences &amp; Education Advocate for Diversity Award (Spring, 2018).</td>
<td>Meets expectations.</td>
</tr>
<tr>
<td>Demonstrate through faculty publications and presentations;</td>
<td>Faculty will publish in top ranked journals and make presentations both internationally and nationally. See OEG 1</td>
<td>Exceeds expectations</td>
</tr>
<tr>
<td>OEG 6 - To explore, nurture and strengthen partnerships with community and area sport organizations and businesses.</td>
<td>Input from Advisory Board Commit to an annual meeting Hold an annual meeting with Advisory Board in the fall. There was not an</td>
<td>Does not meet expectation.</td>
</tr>
</tbody>
</table>
**Data on partnerships (internships, volunteer opportunities; both formal and informal)**

Students and faculty will explore, nurture and strengthen partnerships with the community.

**The School of Kinesiology Community Partner Award was awarded to Sports BR (formerly Baton Rouge Area Sports Foundation).**

**Internship sites:**
- AST E-Commerce
- DC United
- U.S. Rowing Association
- Northern Texas PGA
- Minnesota Lynx
- CSU, Long Beach Athletics
- Texarkana Twins
- Astros Corporate Partnership
- Detroit Tigers/ Lakeland
- W & S Open
- Cadence Sports
- LHSAA
- BRASF
- Cane’s River Center
- LA Gridiron Football
- Southern University Athletics
- Acadiana Cane Cutters
- NO Baby Cakes
- St. Louis Sports Commission
- NSGA
- Spurs Sports & Entertainment
- Seventh Mountain Resort
- Seafair Foundation
- FC Dallas/Toyota Stadium
- Make-a-Wish
- Summit Sports Management
- Duke Athletic Department
- NIKE World Headquarters

**Exceeds expectations.**

**Explanation of course action for intended outcomes not realized:**

The SPADM faculty will make every attempt to convene the Advisory Board each fall. Plans are underway for that meeting at this moment.
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: Louisiana State University

Program Accreditor: Commission of Sport Management Accreditation (COSMA)

Institutional Accreditor: Southern Association of Colleges and Schools Commission (SACSCOC)

Date of Next Comprehensive Program Accreditation Review: September 2024

Date of Next Comprehensive Institutional Accreditation Review: 2024

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

Program Context and Mission

Program Mission:
The Sport Administration and Sport Management Programs at the Louisiana State University aim to be regional and national leaders in the education and development of undergraduate and graduate students toward service in the sport industry. Through research, engagement, and an appreciation for interdisciplinary approaches, we provide coursework, encourage volunteerism, promote intellectual achievement, and require high levels of competence to help prepare students for careers in sport. The goals of the faculty and the program are to develop students who are critical thinkers and inspirational leaders fully prepared for lives of service to their families, communities, and the greater global society.

Program Goals:

Bachelor of Science in Sport Administration
   a) Provide a core curriculum that allows students to acquire knowledge in specific core content areas, such as history of sport, sociology, ethical/legal issues, marketing, finance, and management theory.
   b) Facilitate the development of critical thinking and problem solving skills throughout the curriculum.
   c) Facilitate the development of interpersonal, written and oral communication skills with individuals and groups throughout the curriculum.
   d) Develop abilities to understand and apply research throughout the curriculum.

Master of Science in Kinesiology, Specialization in Sport Management
   a) Provide a core curriculum that allows students to acquire advanced knowledge in Sport Management.
   b) Facilitate the ability to identify, synthesize, and critically evaluate literature relevant to Sport Management and all areas of the industry.
   c) Facilitate the development of critical thinking and problem solving skills throughout the curriculum.

PhD in Kinesiology, Specialization in Sport Management
   a) Provide a core curriculum that allows students to acquire advanced knowledge in Sport Management.
   b) Facilitate the ability to identify, synthesize, and critically evaluate literature relevant to Sport Management and all areas of the industry.
   c) Develop the ability to understand and potentially utilize a variety of methodological approaches (e.g. qualitative, quantitative, historical, etc.).
   d) Produce students capable of writing, reviewing and organizing academic research.
e) Facilitate the development of interpersonal, written and oral communication skills with individuals and groups throughout the curriculum.

**Brief Description of Student Population**: As reported by the Office of Budget and Planning in September, 2017.

Overall, LSU’s total enrollment is 30,863 and the total number of new freshmen is 4,917.

The fall 2017 freshman class represents the second most academically talented class to enter LSU. With a composite ACT of 25.6 (ACT of 25.7 in 2016) and average grade point average of a 3.44, the freshman class sets new academic highs for the university. With entrance requirements of a 3.0 grade point average and a 22 composite ACT score, the incoming freshman class far exceeds LSU’s basic admission requirements.

LSU’s African American and Hispanic overall enrollment this fall is at an all-time high. There are 3,772 African American students enrolled, surpassing the previous high set last year at 3,741. There are 1,877 Hispanic students enrolled, surpassing the previous high set last year at 1,820. Among undergraduates, Asian – 1,194 students; African American – 3,144; and Hispanic – 1,583 students – are also new enrollment records for LSU. Among graduate students, African American – 628 students – and Hispanic – 294 students – are also highs.

**Admissions Requirements**: Program Requirements

Once you are an LSU student, you will need to meet the requirements below to continue pursuing this major.

- 24 hours of credit in 1000-level courses or higher
- 2.2 GPA (LSU and overall) (2.5 GPA for transfer)
- Advanced placement in, credit for, or a grade of “C” or better in the following:
  - English 1001 (1004)
  - 6 hours of general education analytical reasoning courses (one of which must be math)
  - 3 hours of general education natural science

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**Indicators of Effectiveness with Undergraduates As Determined by the Program**

1. Graduation
   - Year: 2016-2017
   - # of Graduates: 141
   - Graduation Rate: 4 yr. – 41.7%

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: _X_

4. Annual Transfer Activity
   - Year: 2017-18
   - # of Transfers: 15
   - Transfer Rate: ____

5. Graduates Entering Graduate School
   - Year: __
   - # of Graduates: ___
   - # Entering Graduate School: ___ NA

6. Job Placement (if appropriate)
   - Year: __
   - # of Graduates: ___
   - # Employed: ___ NA

7. Licensure/Certification Examination Results: NA

8. Additional Indicators, if any: ________________________________