



OHIO UNIVERSITY

College of Business

Department of Sports Administration 2022-23 OHIO COSMA Public Disclosure

Notification of Student Achievement and Program-Level Outcomes

(p. 29, *Accreditation Process Manual*, December 2015)

In order to make informed educational decisions, various stakeholders of the program, including current and potential students and their families, employers, governmental entities, and other members of the public who may have an interest in the program, are entitled to have access to information pertaining to the quality of the sport management programs. Consequently, **COSMA requires its accredited members to be accountable to the public for the student learning and program-level (operational) outcomes of their sport management programs.**

Therefore, once program accreditation has been granted by COSMA, **an academic unit/sport management program must publicly disclose on the home page** of its academic unit/sport management department website **information pertaining to the degree of student achievement and program-level outcomes** in its COSMA-accredited sport management programs, **updated on an annual basis, no later than July 31**. The information must be provided by **clicking on one, clearly identifiable link from the academic unit/sport management program's home page**. The required reporting form for publicly disclosing student and program-level outcomes information is located below. Specific requirements that all programs are required to address while going through the accreditation process are outlined in Principle 7.7 External Accountability in the *Accreditation Principles Manual, April 2016*.

General Information

Institution's Name:	Ohio University				
Address:	College of Business Department of Sports Administration 71 S. Court Street Copeland Hall 514B c/o Dr. Lamar Reams, Chair				
City:	Athens	State:	OH	ZIP/Postal Code:	45701
Primary COSMA Contact Name:	Dr. Lamar Reams				
Telephone:	740-597-2169	Email:	lreams@ohio.edu		
Sport Management Degree Program(s):	Bachelor of Sport Management (BSM) Master of Athletic Administration (MAA) Master of Sports Administration (MSA) Professional Master of Sports Administration (PMSA)				
Name of College where Sport Management degree(s) is housed:	College of Business				
Academic Unit URL:	https://www.ohio.edu/business/				

PROGRAM INFORMATION PROFILE

This profile offers information about the program in the context of its mission, basic purpose and key features.

Name of Institution: Ohio University

Program/Specialized Accreditor(s): Commission for Sport Management Accreditation (COSMA) and Association to Advance Collegiate Schools of Business (AACSB)

Institutional Accreditor: Higher Learning Commission (HLC)

Date of Next Comprehensive Program Accreditation Review: 2026-27AY

Date of Next Comprehensive Institutional Accreditation Review: 2024-25AY

URL where accreditation status is stated: <https://business.ohio.edu/academics/undergrad-majors/sport-management/accreditation/>

Indicators of Effectiveness with Undergraduates [As Determined by the Program]

1. Graduation Year: 2022-23 AY # of Graduates: 92* Graduation Rate: 83.5%
2. Average Time to Degree: 4-Year Degree: 4.0 5-year Degree: n/a
3. Annual Transfer Activity (into Program): Year: 2022-23 AY
of Transfers: 122 Transfer Rate: 36.6%
4. Graduates Entering Graduate School: Year: 2022-23 AY
of Graduates: 92* # Entering Graduate School: 17 (18.5%)*
5. Job Placement (if appropriate): Year: 2022-23 AY
of Graduates: 92* # Employed: 55 (59.8%)*

**Note: As of July 18, 2023, six undergraduate students (6.5%) disclosed they will not be seeking employment after graduation. Fourteen undergraduate students (15.2%) indicated they were still seeking employment opportunities as of July 18, 2023. The overall placement rate for the Bachelors in Sport Management (BSM) program for the 2022-23 academic year is 85.8%. The Department of Sports Administration anticipates an additional 10 undergraduates for August 2023 graduation and are not included in the total number of graduates listed above.*

2022-23 BSM Student Learning Outcomes Matrix

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: Does Not Meet Expectation Meets Expectation Exceeds Expectation Insufficient Data
SLO 1: Breadth of Sports Business Knowledge: Our students will demonstrate an understanding of broad sports business knowledge across disciplines.					
Measure 1: SASM 1010 Final Exam (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	197	1. 183 2. 189 3. 186 4. 185 5. 183	1. 96.8% 2. 100% 3. 98.4% 4. 97.9% 5. 96.8%	Exceeds Expectation
Measure 2: BSM Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	75	74	98.7%	Exceeds Expectation
SLO 2: Sport Facility and Event Management: Our students will demonstrate an understanding of how to operate a sports venue and event.					
Measure 1: SASM 3760 Facility and Event Reflection (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	40	1. 40 2. 40 3. 409	1. 100% 2. 100% 3. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Meet Expectation
Measure 2: BSM Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	74	70	94.6%	Exceeds Expectation
SLO 3: Sport Revenue Generation: Our students will demonstrate the ability an understanding of how to generate revenue in the sports industry.					
Measure 1: SASM 4450 Full Menu Marketing (DM)	At least 85% of students earn an exam score of 85% or above.	72	1. 67 2. 58 3. 66	1. 93.1% 2. 80.6% 3. 91.7%	1. Exceeds Expectation 2. Does Not Meet Expectation 3. Exceeds Expectation
Measure 2: BSM Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	75	74	98.7%	Exceeds Expectation
SLO 4: Problem Solving: Our students will demonstrate the ability to explore issues, ideas, and events before implementing an activity or formulating conclusions.					
Measure 1: SASM 4500 Case Study (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	92	1. 86 2. 85 3. 82 4. 83 5. 83 6. 23	1. 93.5% 2. 92.4% 3. 89.1% 4. 90.2% 5. 90.2% 6. 25.0%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation 5. Exceeds Expectation 6. Does Not Meet Expectation
Measure 2: BSM Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	74	74	100%	Exceeds Expectation
SLO 5: Integrative Learning: Our students will demonstrate the ability to reason and solve sports business problems in an array of contexts and create sophisticated arguments supported by evidence.					
Measure 1: SASM 4500 Capstone Reflection (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	92	1. 90 2. 88 3. 88 4. 87 5. 88	1. 97.8% 2. 95.7% 3. 95.7% 4. 94.6% 5. 95.7%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation 5. Exceeds Expectation
Measure 2: BSM Exit Survey (IM)	At least 85% of survey responses indicate	75	75	100%	Exceeds Expectation

	Moderately Improved or above.				
SLO 6: Professional Communication: Our students will demonstrate the ability to develop and deliver multi-mode communications that convey a clear understanding of the unique needs of different audiences.					
Measure 1a: SASM 3400 Data Strategy Presentation (oral) (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	35	1. 35 2. 35 3. 33 4. 35	1. 100% 2. 100% 3. 94.3% 4. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation
Measure 1b: SASM 3910 Reflection Paper (written) (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	40	1. 37 2. 40 3. 40 4. 40 5. 25	1. 92.5% 2. 100% 3. 100% 4. 100% 5. 62.5%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation 5. Does Not Meet Expectation
Measure 2: BSM Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	75	75	100%	Exceeds Expectation
SLO 7: Inclusive Perspective: Our students will be able to lead and collaborate with people of different backgrounds to form new sports business ideas, strategies and conclusions.					
Measure 1: SASM 4000 Hot Topic Presentation (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	16	1. 15 2. 13 3. 16 4. 16 5. 15	1. 93.8% 2. 81.3% 3. 100% 4. 100% 5. 93.8%	1. Exceeds Expectation 2. Does Not Meet Expectation 3. Exceeds Expectation 4. Exceeds Expectation 5. Exceeds Expectation
Measure 2: BSM Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	75	75	100%	Exceeds Expectation

2022-23 MAA Student Learning Outcomes Matrix

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: Does Not Meet Expectation Meets Expectation Exceeds Expectation Insufficient Data
SLO 1: Interscholastic Sport Law: Our students will be able to summarize and discuss legal issues and challenges facing IAA.					
Measure 1: SASM 6351 Module 1 Challenge (DM)	At least 85% of students earn a quiz score of 85% or above.	21	1. 20 2. 21 3. 21	1. 95.2% 2. 100% 3. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation
Measure 2: MAA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	16	100%	Exceeds Expectation
SLO 2: Interscholastic Sport Risk Management: Our students will be able to develop a plan to manage risks associated with sport facilities and events.					
Measure 1: SASM 6351 Module 2 Challenge (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	21	1. 19 2. 19 3. 21 4. 20	1. 90.5% 2. 90.5% 3. 100% 4. 95.2%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation
Measure 2: MAA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	16	100%	Exceeds Expectation
SLO 3: Interscholastic Sport Marketing: Our students will be able to develop a plan to market and publicize an interscholastic athletic program and a major interscholastic sport event.					
Measure 1: SASM 6355 Final Project (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	45	1. 44 2. 32 3. 42 4. 42	1. 97.8% 2. 71.1% 3. 93.3% 4. 93.3%	1. Exceeds Expectation 2. Does Not Meet Expectation 3. Exceeds Expectation 4. Exceeds Expectation
Measure 2: MAA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	16	100%	Exceeds Expectation
SLO 4: Interscholastic Sport Finance: Our students will be able to analyze an interscholastic sport budget and propose a plan to increase the revenue side of the budget.					
Measure 1: SASM 6353 Module 4 Challenge (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	69	1. 54 2. 51 3. 62 4. 63	1. 78.3% 2. 73.9% 3. 89.9% 4. 91.3%	1. Does Not Meet Expectation 2. Does Not Meet Expectation 3. Meets Expectation 4. Exceeds Expectation
Measure 2: MAA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	16	100%	Exceeds Expectation
SLO 5: Interscholastic Sport Human Resources: Our students will be able to construct an appropriate process for hiring and evaluating a diverse interscholastic athletic coaching staff.					
Measure 1: SASM 6354 Module 4 Challenge (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	68	1. 68 2. 68 3. 68 4. 68	1. 100% 2. 100% 3. 100% 4. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation
Measure 2: MAA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	16	100%	Exceeds Expectation
SLO 6: Interscholastic Sport Governance: Our students will be able to identify all appropriate governing bodies associated with interscholastic sport and outline major policies with those organizations.					

Measure 1: SASM 6330 TBD (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	18	1. 8 2. 16 3. 16	1. 44.4% 2. 88.9% 3. 88.9%	1. Does Not Meet Expectation 2. Meets Expectation 3. Meets Expectation
Measure 2: MAA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	16	100%	Exceeds Expectation
SLO 7: Interscholastic Athletic Leadership: Our students will be able to articulate their personal leadership styles and philosophies and how that style correlates to leading a successful interscholastic athletic program.					
Measure 1: SASM 6356 Final Project (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	39	1. 39 2. 39 3. 39	1. 100% 2. 100% 3. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation
Measure 2: MAA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	16	100%	Exceeds Expectation
SLO 8: Professional Communication: Our students will be able to develop and deliver multi-mode communications that convey a clear understanding of the unique needs of different audiences.					
Measure 1a: SASM 6390 Portfolio Presentation (oral) (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	13	1. 13 2. 13 3. 13 4. 13 5. 13 6. 13	1. 100% 2. 100% 3. 100% 4. 100% 5. 100% 6. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation 5. Exceeds Expectation 6. Exceeds Expectation
Measure 1b: SASM 6353 Module 3 Challenge (written) (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	69	1. 55 2. 57 3. 52 4. 38 5. 69 6. 56	1. 79.7% 2. 82.6% 3. 75.4% 4. 55.1% 5. 100% 6. 81.2%	1. Does Not Meet Expectation 2. Does Not Meet Expectation 3. Does Not Meet Expectation 4. Does Not Exceed Expectation 5. Exceeds Expectation 6. Does Not Meet Expectation
Measure 2: MAA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	16	100%	Exceeds Expectation

2022-23 MSA Student Learning Outcomes Matrix

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: Does Not Meet Expectation Meets Expectation Exceeds Expectation Insufficient Data
SLO 1: Sport Facility and Event Management: Our students will be able to deliver solutions for effective operations of sport facilities and events.					
Measure 1: SASM 6480 Resource Allocation Paper (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	32	1. 32 2. 32 3. 32 4. 28	1. 100% 2. 100% 3. 100% 4. 87.5%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation
Measure 2: MSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	25	23	92.0%	Exceeds Expectation
SLO 2: Sport Governance and Law: Our students will be able to integrate various sport governance structures with legal implications to inform decision-making and policy development.					
Measure 1: BUSL 5650 Legal Research Paper (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	33	1. 31 2. 33 3. 31	1. 93.9% 2. 100% 3. 93.9%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation
Measure 2: MSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	25	23	92.0%	Exceeds Expectation
SLO 3: Sport Revenue Generation and Strategies: Our students will be able to generate revenue using advanced sports marketing, finance and sales strategies.					
Measure 1: SASM 6550 Product Marketing Plan (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	34	1. 34 2. 34 3. 34	1. 100% 2. 100% 3. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation
Measure 2: MSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	25	18	72.0%	Does Not Meet Expectation
SLO 4: Sports Research: Our students will be able to construct research instruments to validate or forecast data outcomes that can solve sports business problems.					
Measure 1: SASM 6800 Final Research Project (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	35	1. 34 2. 35 3. 34 4. 35	1. 97.1% 2. 100% 3. 97.1% 4. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Meets Expectation
Measure 2: MSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	25	23	92.0%	Exceeds Expectation
SLO 5: Professional Communication: Our students will be able to develop and deliver multi-mode communications that convey a clear understanding of the unique needs of different audiences.					
Measure 1a: SASM 6480 High Impact Presentation (oral) (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	35	1. 34 2. 34 3. 33 4. 31	1. 97.1% 2. 97.1% 3. 94.3% 4. 88.6%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Meets Expectation
Measure 1b: SASM 6990 Capstone Research Written Reflection (written) (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	35	1. 35 2. 35 3. 35 4. 35 5. 35	1. 100% 2. 100% 3. 100% 4. 100% 5. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation 5. Exceeds Expectation

			6. 35	6. 100%	6. Exceeds Expectation
Measure 2: MSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	25	25	100%	Exceeds Expectation
SLO 6: Inclusive Leadership: Our students will be able to lead and collaborate with people of different backgrounds to form new sports business ideas, strategies and decisions.					
Measure 1: SASM 5000 Diversity Project (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	34	1. 33 2. 33 3. 33	1. 97.1% 2. 97.1% 3. 97.1%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation
Measure 2: MSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	25	24	96.0%	Exceeds Expectation

2022-23 PMSA Student Learning Outcomes Matrix

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: Does Not Meet Expectation Meets Expectation Exceeds Expectation Insufficient Data
SLO 1: Sport Facility and Event Management: Our students will be able to deliver solutions for effective operations of sport facilities and events.					
Measure 1: SASM 6480 Resource Allocation Paper (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	23	1. 23 2. 23 3. 20 4. 21	1. 100% 2. 100% 3. 87.0% 4. 91.3%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation
Measure 2: PMSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	12	75.0%	Does Not Meet Expectation
SLO 2: Sport Governance and Law: Our students will be able to integrate various sport governance structures with legal implications to inform decision-making and policy development.					
Measure 1: SASM 6260 Module 2 Policy VoiceThread (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	19	1. 19 2. 19 3. 19	1. 100% 2. 100% 3. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation
Measure 2: PMSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	15	93.8%	Exceeds Expectation
SLO 3: Sport Revenue Generation and Strategies: Our students will be able to generate revenue using advanced sports marketing, finance and sales strategies.					
Measure 1: SASM 6585 Developing Loyal Fans Application (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	24	1. 24 2. 23 3. 22	1. 100% 2. 95.8% 3. 91.7%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation
Measure 2: PMSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	13	81.3%	Does Not Meet Expectation
SLO 4: Sports Research: Our students will be able to construct research instruments to validate or forecast data outcomes that can solve sports business problems.					
Measure 1: SASM 6800 Final Research Project (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	19	1. 19 2. 19 3. 19 4. 19	1. 100% 2. 100% 3. 100% 4. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceed Expectation
Measure 2: PMSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	13	81.3%	Does Not Meet Expectation
SLO 5: Professional Communication: Our students will be able to develop and deliver multi-mode communications that convey a clear understanding of the unique needs of different audiences.					
Measure 1a: SASM 6100 Leadership Manifesto VoiceThread (oral) (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	19	1. 19 2. 13 3. 7 4. 16	1. 100% 2. 68.4% 3. 36.8% 4. 84.2	1. Exceeds Expectation 2. Does Not Meet Expectation 3. Does Not Meet Expectation 4. Does Not Meet Expectation
Measure 1b: SASM 6990 Business Case Executive Summary (written) (DM)	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	19	1. 19 2. 19 3. 19 4. 19 5. 24	1. 100% 2. 100% 3. 100% 4. 100% 5. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation 4. Exceeds Expectation 5. Exceeds Expectation

Measure 2: PMSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	14	87.5%	Meets Expectation
SLO 6: Inclusive Leadership: Our students will be able to lead and collaborate with people of different backgrounds to form new sports business ideas, strategies and decisions.					
Measure 1: SASM 6670 Module 4 Diversity Blog	At least 85% of students Meet Expectation and 10% of students Exceeds Expectation.	24	1. 24 2. 24 3. 24	1. 100% 2. 100% 3. 100%	1. Exceeds Expectation 2. Exceeds Expectation 3. Exceeds Expectation
Measure 2: PMSA Exit Survey (IM)	At least 85% of survey responses indicate Moderately Improved or above.	16	15	93.8%	Exceeds Expectation

2021-22 Program-Level Operational Effectiveness Goals Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Data Summary	Assessment Results: Does not Meet Expectation Meets expectation Exceeds expectation Insufficient data
OEG 1: <i>The Bobcat Student Experience:</i> The Department of Sports Administration will create or enhance experiential learning opportunities domestically and abroad with a keen eye on preparing students for gainful employment.			
Measure 1: The Department of Sports Administration will sponsor at least one experiential learning opportunity per degree program each academic year.	100% completion rate, approved by department chair and/or program director(s)	100% completion Experiential learning opportunities are described in Appendices B-G .	Exceeds Expectation
Measure 2: Each degree program will incorporate at least one industry-specific or client-based project(s) in their curriculum.	100% completion rate, approved by department chair and/or program director(s)	100% completion	Meets Expectation
OEG 2: <i>Recruitment, Retention and Career:</i> The Department of Sports Administration will be intentional in outreach efforts to recruit high quality students who mirror the diverse and global sports industry in all programs, develop a culture conducive to retention, and work to assist in securing gainful employment or paths to graduate school.			
Measure 1: The Department of Sports Administration will recruit students through a variety of presentations, events and/or partnerships.	Meets Expectation of department chair and/or program director(s)	Recruitment efforts and events were both virtual and face-to-face. The College of Business anticipates the largest incoming freshmen class in the past decade for the second consecutive year.	Meets Expectation
Measure 2: The Department of Sports Administration will implement strategies and initiatives by the checkpoints outlined in the Recruitment and Retention section of the DSA Diversity, Equity, and Inclusion Strategic Plan (see Appendix F).	Meets Expectation of department chair and/or program director(s)	The Recruitment and Retention goals are ongoing efforts.	Meets Expectation
OEG 3: <i>Alumni and Friends:</i> The Department of Sports Administration will improve engagement with our powerful alumni network as well as expand our connections within the industry.			
Measure 1: Each degree program will solicit feedback from an alumni advisory board at least once a year.	Meets Expectation of department chair, program director(s) and/or center director	Each graduate program's alumni advisory board met at least once during the 2022-23 AY. Due to internal restructuring, the undergraduate alumni advisory board is scheduled to relaunch in the 2023-24 AY as part of a combined BSM, MSA and PMSA alumni advisory board.	Meets Expectation
Measure 2: The Department of Sports Administration will engage alumni through a variety of activities to enhance the student experience.	Meets Expectation of department chair, program director(s) and/or center director	Alumni engagement has increased with the use of virtual platforms like Microsoft Teams or Zoom, in addition to in-person offerings. Additional details are included in Appendix G .	Meets Expectation
OEG 4: <i>Curriculum Enhancement:</i> The Department of Sports Administration will continue to be a leader in innovative curriculum development and delivery methodology.			
Measure 1: Each program director (or designee) will review annual assessment data with faculty teaching in the program preceding the new academic year.	100% completion rate, by department chair and/or program director(s) and/or COSMA director	Each program director is scheduled to review their respective program's assessment data in August 2023.	Meets Expectation
Measure 2: Each program director will lead a	100% completion rate, by department chair	The PMSA will launch their new curriculum in August 2023 and rebranded the degree name to OMSA (Online Masters in Sports	Meets Expectation

comprehensive curriculum review at least every 5-7 years.	and/or program director(s)	Administration). The MSA program's comprehensive curriculum review is in progress and should receive approvals during the 2023-24 AY.	
OEG 5: Faculty Excellence: The Department of Sports Administration faculty will embrace a culture of continuous personal improvement, working to use professional development to augment the greater good of the unit.			
Measure 1: Each full-time faculty member will complete an annual faculty development plan by October 1.	100% completion rate, approved by department chair	100% completion	Meets Expectation
Measure 2: Each full-time faculty member will meet with the department chair at least once a year to discuss individual development opportunities.	100% completion rate, approved by department chair	100% completion	Meets Expectation