B.S. Sport Management

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Meeting Expectation	Total Number of Students Observed	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does Not Meet Expectation 2. Meets Expectation 3. Exceeds Expectation 4. Insufficient Data
SLO 1: *Students will be able to apply critical thinking skills to sport-related industry problems.*					
HSTM 4443 Case Study Rubric *(Direct Measure)*	*Measure 1:* 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study.	**24**	**29**	**83%**	**2**
HSTM 4499 Senior Capstone Project Rubric (Overall Total Project Scores) *(Direct Measure)*	*Measure 2:* 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	**41**	**51**	**80%**	**1**
HSTM 3365 Major Research Project Rubric *(Direct Measure)*	*Measure 3:* 85% will be proficient or score 80% or higher on the HSTM 3365 Project.	**28**	**41**	**68%**	**1**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 4:* Majority (51% or greater) of reporting graduates/alumni will indicate their ability to apply critical thinking skills to sport-related industry problems.	**27**	**31**	**87%**	**2**
SLO 2: *Students will be capable of applying marketing, financial and legal principles to HSTM industry.*					
HSTM 4499 Senior Capstone Project Rubric (Marketing Scores) *(Direct Measure)*	*Measure 1:* 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	**41**	**51**	**80%**	**1**

HSTM 4499 Senior Capstone Project Rubric (Legal Information Scores) *(Direct Measure)*	*Measure 2:* 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	**49**	**51**	**96%**	**3**
HSTM 4499 Senior Capstone Project Rubric (Financial Information Scores) *(Direct Measure)*	*Measure 3:* 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	**41**	**51**	**80%**	**1**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 4:* Majority (51% or greater) of reporting graduates/alumni will indicate their proficiency in applying marketing, financial, and legal principles to HSTM industry.	**27**	**31**	**87%**	**2**
SLO 3: *Students will be able to formulate rational conclusions through issue analyzation and decision-making skills.*					
HSTM 4443 Case Study Rubric *(Direct Measure)*	*Measure 2:* 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study.	**24**	**29**	**83%**	**2**
HSTM 3365 Major Research Project Rubric *(Direct Measure)*	*Measure 3:* 85% will be proficient or score 80% or higher on HSTM 3365 Project.	**28**	**41**	**68%**	**1**
Structured Internship *(Indirect Measure)*	*Measure 1:* 90% will score 80% or higher on their supervisor evaluations.	**15**	**15**	**100%**	**2**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 4:* Majority (51% or greater) of reporting graduates/alumni will indicate their ability to formulate rationale conclusions.	**26**	**31**	**84%**	**2**
SLO 4: *Students will develop effective communication skills.*					

HSTM 4443 Case Study Rubric *(Direct Measure)*	*Measure 1:* 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study Exam.	24	29	83%	2
HSTM 4499 Senior Capstone Project Rubric (Overall Total Project Scores) *(Direct Measure)*	*Measure 2:* 85% will be proficient or score 80% of higher on HSTM 4499 Senior Seminar Project.	41	51	80%	1
Structured Internship *(Indirect Measure)*	*Measure 3:* 90% will score 80% or higher on their supervisor evaluations.	15	15	100%	2
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 4:* Majority (51% or greater) of reporting graduates/alumni will indicate their development of effective communication skills.	27	31	87%	2
SLO 5: *Students will be proficient in utilizing technology to locate and interpret research for practical purposes.*					
HSTM 3365 Major Research Project Rubric *(Direct Measure)*	*Measure 1:* 85% will be proficient or score 80% or higher on HSTM 3365 Project.	28	41	68%	1
HSTM 4499 Senior Capstone Project Rubric (Overall Presentation Proficiency Scores) *(Direct Measure)*	*Measure 2:* 85% will be proficient or score 80% of higher on HSTM 4499 Senior Seminar Project.	41	51	80%	1
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 3:* Majority (51% or greater) of reporting graduates/alumni will indicate their proficiency in utilizing technology for practical purposes.	27	31	87%	2
SLO 6: *Students will be able to display their professional preparedness for entrance into the HSTM industry.*					

HSTM 4499 Senior Capstone Project Rubric (Overall Total Project Scores) *(Direct Measure)*	*Measure 2:* 85% will be proficient or score 80% of higher on HSTM 4499 Senior Seminar Project.	**41**	**51**	**80%**	**1**
HSTM 4499 Resume Rubric *(Direct Measure)*	*Measure 2:* 90% will be proficient or score 70% of higher on the advanced resume project.	**49**	**51**	**96%**	**3**
HSTM 4499 Mock Interview Project *(Indirect Measure)*	*Measure 3:* 90% will be proficient or score 70% of higher on the advanced resume project.	**49**	**51**	**96%**	**3**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 4:* Majority (51% or greater) of reporting graduates/alumni will indicate their preparedness to enter sport industry.	**27**	**30**	**90%**	**2**
SLO 7: *Students will be prepared for the sport industry.*					
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 2:* Majority (51% or greater) of reporting graduates/alumni will indicate their preparedness to enter sport industry.	**27**	**30**	**90%**	**3**

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

2/7 SLOs were split (SLOs 1, 2), 1/7 SLO was not achieved (5), and 4/7 SLOs were achieved (SLOs 3, 4, 6, & 7).

Compared to the 2022-2023 SLOs, assessment results showed an improvement in SLOs 1 and 4, as not meeting expectations for SLOS 1, 4, and 5 is in line with assessment results from 2021-2022. This is not to be confused with the "achievement" of SLOs; as when we first began to assess our program, we set our criteria purposefully high. As a result, there have been several years where we did not achieve SLOs, but we were able to consistently demonstrate marked improvements in most measures. Notably, a significant decline in Senior Seminar related measures was present and, though the content has not changed, primary instruction has. Thus, there may be a period of growing pains as it relates to assessment as expectations between instructors have shifted, but faculty intend to remain steadfast in their high expectations of the course as they feel it best prepares students for job market entry. The additional measure where the benchmark was not achieved relates to 3365 Research Methods. Given assessment results, alumni feedback, and curricular changes, this class will be undergoing significant revisions effective AY 2024-2025 to better align with research expectations of

undergraduate students. Thus, the next several cycles of assessment will be important in gauging the success of those changes.

Of note, HSTM has been transitioning to a new method of collection for exit data, thus the numbers for the SCOB exit/alumni survey have increased 4x since AY 2022-2023 and should continue to improve as circulation of the new instrument increases. However, faculty feel as though the data presented is representative of the majority of student perceptions.

Faculty members continue to teach overloads which provides a unique challenge in the delivery of content.

Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.

M.S. Sport Management

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Meeting Expectation	Total Number of Students Observed	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1.Does Not Meet Expectation 2. Meets Expectation 3. Exceeds Expectation 4. Insufficient Data
SLO 1: *Students will be articulate core curricular content knowledge.*					
Graduate Comprehensive Examination *(Direct Measure)*	*Measure 1:* 85% will score 75% or higher on graduate comprehensive exam on the first attempt	**20**	**24**	**83%**	**1**
Structured Internship *(Indirect Measure)*	*Measure 2:* 90% will score 80% of higher on their supervisor evaluations	**7**	**7**	**100%**	**2**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 3:* Majority (51% or greater) of reporting graduates/alumni will indicate their ability to articulate core curricular content knowledge.	**30**	**30**	**100%**	**3**
SLO 2: *Students will cultivate an advanced understanding of global awareness, ethical obligations, and diversity and inclusion.*					

IRB Certificate *(Direct Measure)*	*Measure 1:* 90% will successfully complete IRB Training.	**28**	**28**	**100%**	**3**
Structured Internship *(Indirect Measure)*	*Measure 2:* 90% will score 80% of higher on their supervisor evaluations	**4**	**4**	**100%**	**3**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 3:* Majority (51% or greater) of reporting graduates/alumni will indicate their advanced understanding of global awareness, ethical obligations, and diversity and inclusion	**30**	**30**	**100%**	**3**
SLO 3: *Students will be proficient in the application of technology to conduct and present research.*					
SM 6617 Major Project *(Direct Measure)*	*Measure 1:* 80% will score 80% or higher on the SM 6617 major project	**26**	**27**	**96%**	**3**
SM 6691 Major Project *(Direct Measure)*	*Measure 2:* 80% will score 80% or higher on the SM 6691 major project	**12**	**13**	**92%**	**3**
SM 6691 Research Presentations *(Direct Measure)*	*Measure 3:* 90% will score 80% or higher on the SM 6691 research presentation	**0**	**0**	**0%**	**4**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 4:* Majority (51% or greater) of reporting graduates/alumni will indicate their proficiency in the application of technology to conduct and present research	**30**	**30**	**100%**	**3**
SLO 4: *Students will be able to articulate their professional preparedness through scholarly and practical research assignments.*					

SM 6617 Major Project (Direct Measure)	Measure 1: 80% will score 80% or higher on the SFM 6617 major project	26	27	96%	3
Structured Internship (Indirect Measure)	Measure 2: 90% will score 80% of higher on their supervisor evaluations	7	7	100%	2
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 3: Majority (51% or greater) of reporting graduates/alumni will indicate their professional preparedness	23	30	77%	2
SLO 5: *Students will be prepared for a career in the sport management industry.*					
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 2: Majority (51% or greater) of reporting graduates/alumni will indicate their preparedness to enter sport industry.	30	30	100%	3

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

5/5 SLOs were achieved.

Most M.S. Sport Management program goals and objectives were met; the SLO results indicate that, overall, the mission of the program is being achieved. Of note is the improvement in the SLO 1 measure of the Graduate Comprehensive Exam, which saw an increase in students meeting the benchmark. Changes to this comprehensive exam process have been made; wherein students are now expected to submit a professional portfolio as a replacement for a traditional, content-focused comprehensive exam. Faculty feel as though the change allows for flexibility for our nontraditional student body and the opportunity for those students to highlight the experiences that matter most to them (e.g., professional, personal, academic, hobbies, certifications, etc.).

For the past several years, the majority of measures for each SLO were achieved, indicating consistency with the deliverables. Previously, the faculty noted that they would not make a drastic change to the to the curriculum given this instructional period was slightly different for students given the COVID pandemic. Consistency in delivery and expectations has yielded a higher percentage of students passing their comprehensive exam. The measure that was not achieved was missed by only two percentage points, thus the faculty feel as though, again, no drastic changes to the curriculum should be made.

A shift in delivery format of the required SM research methods courses has been made. Thus, a change in measures must also follow as a presentations in 6691 are no longer a part of the course content. During the upcoming cycle, faculty will reevaluate what course is the best replacement for this measure.

Of note, HSTM has been transitioning to a new method of collection for exit data, thus the numbers for the SCOB exit/alumni survey have improved since AY 2022-2023 and should continue to improve as circulation of the new instrument increases. However, faculty feel as though the data presented is representative of the majority of student perceptions.

Ph.D. Sport Management Concentration

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Meeting Expectation	Total Number of Students Observed	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does Not Meet Expectation 2. Meets Expectation 3. Exceeds Expectation 4. Insufficient Data
SLO 1: *Students will demonstrate core curricular and specialized content knowledge.*					
HSTM 8860 Dissertation Pass with P-F Committee Form *(Direct Measure)*	*Measure 1:* 90% of doctoral candidates will successfully defend their dissertation	**7**	**7**	**100%**	**3**
Comprehensive Exams Pass with P-F Committee Form *(Direct Measure)*	*Measure 2:* 90% of students will successfully pass their comprehensive exams	**6**	**6**	**100%**	**3**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 3:* Majority (51% or greater) of reporting graduates/alumni will report demonstration of core curricular knowledge	**7**	**7**	**100%**	**3**
SLO 2: *Students will identify essential teaching strategies for success in the sport management education environment.*					
HSTM 8860 Dissertation Pass with P-F Committee Form *(Direct Measure)*	*Measure 1:* 90% of doctoral candidates will successfully defend their dissertation	**7**	**7**	**100%**	**3**

HSTM 8822 Major Project *(Direct Measure)*	*Measure 2:* 90% of students will score 80% or higher on the HSTM 8822 major project	**4**	**5**	**80%**	**1**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 3:* Majority (51% or greater) of reporting graduates/alumni will report identification of teaching strategies	**7**	**7**	**100%**	**3**

SLO 3: *Students will display proficiency through applied theoretical frameworks, to include controversial sport issues, evidenced through written work and presentations.*

HSTM 8860 Dissertation Pass with P-F Committee Form *(Direct Measure)*	*Measure 1:* 90% of doctoral candidates will successfully defend their dissertation	**7**	**7**	**100%**	**3**
HSTM 8816 Major Project *(Direct Measure)*	*Measure 2:* 90% of students will score 80% or higher on the HSTM 8816 major project	**2**	**2**	**100%**	**3**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 3:* Majority (51% or greater) of reporting graduates/alumni will report proficiency in theoretical frameworks	**7**	**7**	**100%**	**3**

SLO 4: *Students will be able to effectively interpret sport management research.*

HSTM 8860 Dissertation Pass with P-F Committee Form *(Direct Measure)*	*Measure 1:* 90% of doctoral candidates will successfully defend their dissertation	**7**	**7**	**100%**	**3**
HSTM 8810 Major Project *(Direct Measure)*	*Measure 2:* 90% of students will score 80% or higher on the HSTM 8810 major project	**5**	**6**	**83%**	**1**
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 3:* Majority (51% or greater) of reporting graduates/alumni will report ability to effectively interpret sport management research	**7**	**7**	**100%**	**3**

SLO 5: *Students will analyze and apply sport management principles, approaches and rationales to current sport management cases.*					
HSTM 8860 Dissertation Pass with P-F Committee Form *(Direct Measure)*	*Measure 1:* 90% of doctoral candidates will successfully defend their dissertation	7	7	100%	3
HSTM 8816 Major Project *(Direct Measure)*	*Measure 2:* 90% of students will score 80% or higher on the HSTM 8816 major project	2	2	100%	3
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 3:* Majority (51% or greater) of reporting graduates/alumni will report ability to analyze and apply sport management principles	7	7	100%	3
SLO 6: *Students will organize and plan programs of service designed to meet local, state, regional, national and/or international needs.*					
HSTM 8860 Dissertation Pass with P-F Committee Form *(Direct Measure)*	*Measure 1:* 90% of doctoral candidates will successfully defend their dissertation	7	7	100%	3
HSTM 8812 Major Project *(Direct Measure)*	*Measure 2:* 90% of students will score 80% or higher on the HSTM 8812 major project	9	9	110%	3
SCOB Exit/Alumni Survey *(Indirect Measure)*	*Measure 3:* Majority (51% or greater) of reporting graduates/alumni will report ability to organize and plan programs	7	7	100%	3
SLO 7: *Students will prepare research within the field of sport management for presentation and publication.*					
HSTM 8860 Dissertation Pass with P-F Committee Form *(Direct Measure)*	*Measure 1:* 90% of doctoral candidates will successfully defend their dissertation	7	7	100%	3

HSTM 8805 Major Project (Direct Measure)	Measure 2: 90% of students will score 80% or higher on the HSTM 8805 major project	0	0	0%	4
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 3: Majority (51% or greater) of reporting graduates/alumni will report ability to prepare research for publication and presentation	7	7	100%	3

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

7/7 SLOs were achieved, which is, overall, indicative that the Ph.D. Sport Management program goals and objectives were achieved and supporting the programmatic mission. Not only are the students performing well in their courses, but they also note satisfaction in their development of skills per the exit survey (indirect results).

It should also be noted that in comparison to the B.S. HSTM and M.S. SM programs, the Ph.D. SM program is an online program; as such, the delivery modality preferences for students have not been impacted over the last several year. Additionally, faculty continue to be fully prepared for this delivery modality regardless of preferences. For these reasons, the faculty believe the assessment results for the Ph.D. program are more reliable when compared to the other TROY programs. Of note, several Ph.D. students were award research grants during the assessment cycle (COSMA[2], NCAA).

Two measures in the Ph.D. matrix were not achieved. As mentioned previously, the benchmarks set by the SLOs tend to be relatively high in an effort to showcase the quality of the program. Thus, not meeting two measures does not warrant a significant change in the curriculum and faculty do not feel as though the failure to meet high expectations is representative of the doctoral student body. SM 8805 was not taught during the assessment period, so no data exists. However, additional measures in SLO 7 provide sufficient evidence that students are successfully meeting the outcome.

Of note, HSTM has been transitioning to a new method of collection for exit data, thus the numbers for the SCOB exit/alumni survey have improved since AY 2022-2023 and should continue to improve as circulation of the new instrument increases. However, faculty feel as though the data presented is representative of the majority of student perceptions.

With regards to the doctoral program, one of the biggest testaments of the success of the program is the jobs of our graduates. TROY Sport Management graduates/upper-level students are working as full-time faculty at the following institutions: St. Mary's University, Nichols College, Kennesaw State University, Georgia College, University of Nebraska-Kearney, Viterbo University, Pfeiffer University, Capital University, Shorter University, Texas Tech University, Southeastern University, Mississippi College, Huntington College – Additionally, faculty are teaching adjunct at Belmont Abbey University and Troy University. This is especially notable when considering that a unique course in the doctoral program is Seminar in Pedagogy, where students learn about regional and specialized accreditations. Recently, one doctoral student wrote "You, especially, have given me a lot of valuable knowledge about pedagogy and COSMA, which has helped to improve my teaching skills and positively affect my ability to get hired because I used the materials and content (i.e., the textbook and COSMA-related information) that I learned from your seminar for my interview. Again, I appreciate you and the seminar".

Program-Level Operational Effectiveness Goals Matrix
Academic Year 2023-24

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark: Resource Allocation, Timeline, & Performance Indicators	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1	**Grow enrollments for the School of HSTM**		
Observed Data: SLOs – Overall Achievement Scores	**AY 2019-2020:** 7/7 B.S. HSTM SLOs were met. 5/5 M.S. SM SLOs were met. 8/8 Ph.D. SLOs were met. **AY 2020-2021:** 2/7 B.S. HSTM SLOs were met. 4/5 M.S. SM SLOs were met. 7/8 Ph.D. SLOs were met. **AY 2021-2022:** 3/7 B.S. HSTM SLOs were met. 4/5 M.S. SM SLOs were met. 8/8 Ph.D. SLOs were met. **AY 2022-2023:** 3/7 B.S. HSTM SLOs were met. 4/5 M.S. SM SLOs were met. 7/7 Ph.D. SLOs were met. **AY 2023-2024:** 4/7 B.S. HSTM SLOs were met. 5/5 M.S. SM SLOs were met. 7/7 Ph.D. SLOs were met.	As noted, historical data indicates that the 2022-2023 AY yielded assessment results that were not typical of the TROY HSTM B.S. Program, which the faculty feel are primarily related to teaching loads coupled with the aftermath of the COVID pandemic. However, there seems to be marked improvement with the achievement of SLOs in the current cycle. The two programs that enroll more mature learners and the Ph.D. program that is an online program, seemed to be understandably less impacted by learner changes after the pandemic.	2
Observed Data: Average Yearly Enrollment Numbers	**AY 2017-2018**: 1. B.S. HSTM – 348 2. M.S. SFM – 104 3. Ph.D.–SM–30 4. TOTAL = 482. **AY 2018-2019:** 1. B.S. HSTM -376 2. M.S. SFM – 117 3. Ph.D. SM – 30 4. TOTAL = 523. **AY 2019-2020:** 1. B.S. HSTM – 328 2. M.S. SM – 117 3. Ph.D. SM – 44 4. TOTAL = 489. **AY 2020-2021:** 1. B.S. HSTM – 309 2. M.S. SM – 129 3. Ph.D. SM – 43 4. TOTAL = 481. **AY 2021-2022:** 1. BS HSTM – 399 2. MS SM – 79 3. PhD SM – 33. TOTAL = 511. **AY 2022-2023:** 1. B.S. HSTM – 360. 2. MS SM – 68. Ph.D. – 20. TOTAL = 457. **AY 2023-2024** 1. B.S. SM – 233 2. M.S. SM – 95 3. Ph.D. SM – 27 TOTAL = 355 (no longer includes hospitality students from combined major)	There is fairly consistent enrollment over the past several AYs for the School of HSTM. The difference in undergraduate enrollment figures is the result of the HSTM degree split to include a degree in Sport Management (previously was a combined HSTM degree). When including enrollment in the remaining B.S. HTE, the School of HSTM enrolled 540 students in AY 2023-2024.	
Observed Data: Average Yearly Graduation Numbers	**AY 2018-2019:** 1. B.S. HSTM – SM Average degrees awarded = 50 2. M.S. SFM – Average degrees awarded = 40 3. Ph.D. – SM – Average degrees awarded = 2 **AY 2019-2020:** 1. B.S. HSTM – SM = 47 2. M.S. SM = 25. 3. Ph.D. SM = 1 **AY 2020-2021:** 1. B.S. HSTM – SM = 38 2. M.S. SM = 22 3. Ph.D. SM = 6 **AY 2021-2022:** 1. B.S. HSTM – SM = 40. 2. M.S. SM – 20. 3. Ph.D. – 5 **AY 2023-2024** 1. B.S. SM – 25 2. M.S. SM – 26 3. Ph.D. SM – 9	There is fairly consistent graduate rates over the past several AYs for the School of HSTM. However, many SM students graduate during the summer which is not reflected in AY figures. Of note, the School of HSTM graduated the largest Ph.D. class in program history in Spring 2024.	

Observed Data: Track Curriculum Revision & Improvements	1. B.S. – SM: The core curriculum is comprised of 54 hours in sport. Additionally, students will complete an 18-hour minor. Most Sport Management students will minor in Global Business Administration, Promotions, Marketing, Hospitality or Tourism. 2. M.S. SM –The core program consists of 12 hours (i.e. foundation course, statistics course and two research courses). All Sport Management students are then allowed flexibility to choose 24 elective hours in sport management courses to complete their degree. 3. Ph.D. SM – The Ph.D. in Sport Management initially was offered exclusively online; curricular modifications have allowed for more course options in a traditional environment. These modifications are also aligned with the newly created electives for the M.S. SM program. There are five core classes for the Ph.D. in Sport Management and an additional nine hours of required courses. These 24 hours are offered exclusively online; all elective courses may be taken in either format. An additional rationale to offering a more blended Ph.D. Sport Management program was to be able to engage the international mission of the institution. As an exclusively online program, the ability to accept international students was limited due to governmental restrictions. This is no longer the case and we are able to admit interested and qualified international students to the Ph.D. program.	The School of HSTM is constantly reviewing curriculum to ensure that educational innovation is ongoing and open for discussion amongst all faculty. HSTM faculty are committed to creating "consistent" expectations for students. Over the past years, all curriculum has been modified to make students more marketable, provide them content knowledge that is catered to their respective industry interests, and create more flexible curriculum options. Effective 2023, the School of HSTM offers two undergraduate degrees: 1) B.S. in Sport Management and a B.S. in Hospitality, Tourism and Event Management rather than one combined degree, B.S. HSTM. HSTM also began offering courses for the ESPORT Minor. No significant curricular changes were made to the M.S. and Ph.D. programs for AY 23-24. With reference to delivery method, the core courses for both graduate degrees have shifted to exclusively online delivery to support substantial student enrollment.	
Observed Data: Track high-touch experiences: Advising, Availability	The School of HSTM has a strict advising policy: students should make appointments with their faculty advisors and be prepared during advising meetings. The faculty are committed to teaching HSTM students accountability – and, one of consistent opportunities is in the area of advising. Outside of dedicated advising periods, faculty are expected to be available for a minimum of 10 hours; most faculty have open door policies. This past AY 2023-2024 (post-COVID universal restrictions), faculty maintained connectivity with students utilizing office hours.	The School of HSTM utilizes high-touch advising, where each student should have personal contact with his/her advisor. These meetings are used to direct the students to volunteer and gain experiences, assist in educational and career planning; it is the belief of the HSTM faculty that students are likely to be more engaged and retained if we "know" them beyond the classroom.	
Observed Data: Visibility indicators of: 1. TheBestSchools.Org 2. Best Colleges 3. Moving into the Sorrell College of Business	The School of HSTM is increasing visibility through marketable, points: 1. Best Online M.S. Sport Management (BestSchools.Org) 2. Best Online B.S. Sport Management (BestSchools.Org) 3. Best Online Bachelor's Sport Management (Best Colleges) 4. Best Schools - Hospitality	The School of HSTM is maintain consistency enrollments by increasing visibility opportunities and growing the reputation of the programs. The faculty feel that with the move to the School of Business, the visibility and marketability of the programs will improve. Additionally, the School of HSTM faculty feel that access to additional faculty expertise in the areas of marketing, economics, finance, etc. will benefit doctoral students in their committee selections.	
OEG 2	**To enhance the collegiate experience for HSTM students**		
Observed Data: Track Experiential Learning Opportunities	Sport Management Club, Chi Sigma Mu, Introductory Resumes, Senior Cover Letters, Resumes, Senior Phone Interviews, Senior Face-to-Face Interviews, Senior Seminar Major Project & Presentations, Sport Communications Major Project, Research Methods (UG & GRAD) Major Project, Event Management	The School of HSTM faculty feel that the student experience is enhanced by providing multiple opportunities for students to be engaged in practical experiences both in and out of the classroom.	2

	(HSTM Summit, Charity Golf Tournament, HSTM Banquet, HSTM Open Market), Revenue Generation – Cold Calls for Athletics, Sport Management Internship Fair, Sport Management Conference, Attendance at Sport Management Conferences, Professional Presentations, Peer-reviewed Student Publications, Teaching (Doctoral Students Only), etc. Related article on HSTM 4470 – Revenue Generation: http://www.troytrojans.com/news/2017/10/20/general-troy- athletics-hospitality-sport-and-tourism-management-debut- revenue-generation-class.aspx?path=general **AY 2018-2019:** Doctoral students published 8 peer-reviewed articles, achieved 7 presentations, authored/coauthored 2 online books,1 book chapter and 4 editor-reviewed publications, for a total of 22 scholarly achievements. **AY 2019-2020:** Doctoral students published 7 peer-reviewed articles, achieved 17 presentations, authored 13 editor reviewed works, for a total of 37 scholarly achievements. **AY 2020-2021:** Doctoral students published 4 peer reviewed articles, achieved 10 presentations, authored 6 editor reviewed works, another 3 in press, for a total of 20 scholarly achievements. **AY 2022-2023:** Doctoral students published 6 peer reviewed articles, achieved 13 presentations, authored 9 editor reviewed works, for a total of 28 scholarly achievements. **AY 2023-2024:** Doctoral students achieved 14 conference presentations, 10 peer review publications, and three research grants (COSMA, NCAA) for a total of 27 scholarly achievements.		
Observed Data: Track Community Partnerships	Troy Athletics, Troy Parks and Recreation, Troy Miracle League, Boys and Girls Club, Ariton Parks and Recreation, Xtreme Athletics, Alabama Baseball Coaches Association, Trojan Threads, Common Ground Troy, United Gymstars & Cheer, O's Cool Bike Foundation. **AY 2018-2019:** $2,700 for Boys and Girls Club. **AY 2019-2020:** $2,500 for Pike County Boys and Girls Club and Common Ground Troy. **AY 2020-2021:** $4,000 for Common Ground Troy. **AY 2021-2022:** $3,000 for Common Ground Troy. **AY 2022-2023:** $1.500 for Common Ground Troy, $3,607 to O's Cool Bike Foundation. **AY 2023-2024**: Raised $9,280.50 for O's Cool Bike Foundation, $1,330 for Common Ground Troy Facebook: Troy University School of Hospitality, Sport and Tourism Management Facebook: Troy HSTM Events Instagram: @troy_hstm Twitter: @troy_hstm	Students are involved both in and outside of the community; however, faculty are committed to benefitting the local community through various endeavors. Some examples include: raising money for charitable organizations (e.g. Miracle League, Boys and Girls Club, Salvation Army, Common Ground Troy, O's Cool Bike Foundation) through events put on by HSTM students.	
Observed Data: Track Curriculum Revision & Improvements	Detailed response noted under OEG 1.	Detailed response noted under OEG 1.	

OEG 3	To provide international perspective to HSTM students		2
Observed Data: Track Expanded International Initiatives	**AY 2017-2018**: 1. Chong Qing Normal University (China) – Dr. Shannon Xu taught Introduction to Sport Management at Chong Qing Normal University to 70 Chinese students. 2. Costa Rica – Dr. Dixon traveled to Costa Rica and met with local universities, federations, governing bodies for soccer and volleyball. 3. Vietnam – Drs. Dixon and Holladay traveled to Vietnam and collaborated with the local community for research. Recently three Vietnam locations have been approved to offer the B.S. in HSTM degree. **AY 2019-2021:** study abroad Trips were planned for: Switzerland, Austria, Bavaria (2019) & Italy (2020) However, all study abroad trips were cancelled due to global travel restrictions; however, the university adopted a Quality Enhancement Plan that is SACSCOC approved centered on students and faculty becoming more internationally aware and globally prepared. Participating HSTM faculty engaged in intercultural training. **AY 2021-2022:** two HSTM faculty led 12 students to Italy for two weeks. Additionally, three faculty traveled abroad to teach at our International Students at Hanoi at VNUIS. **AY 2022-2023:** two HSTM faculty led 23 students to Barcelona, Valencia, Granada, Seville, Ceuta, and Madrid for a two-week period. Additionally, 5 faculty flew to Vietnam to teach at our International sites. **AY 2023-2024:** six faculty members traveled to Vietnam to teach at International sites. One faculty travel to South Korea to develop a MOU with Chosun University and the Korean Office of Education. Two faculty also led study abroad trips to Switzerland, Berlin, Prague, Krakow, and Budapest.	Past, present and future initiatives indicate that HSTM engages many activities that engage faculty and students in international opportunities. Teaching and traveling abroad allows faculty and students to bring their international experiences back into the classroom (for those students unable to travel), thus providing students with such experiences vicariously. One study abroad course is offered in the HSTM curriculum that directly supports global studies (HSTM 2257) and an additional, minimum 6 hours are required in general studies that contain an international focus.	
Observed Data: Track Expanded International Opportunities via Curricula Innovations	Detailed response noted under OEG 1 and via observed data noted above, (i.e. study abroad curriculum opportunities), curriculum revisions and improvements.		
OEG 4	To actively support military personnel in pursuit of HSTM related degree		2
Observed Data: Curriculum opportunities	As noted, 100% of the School of HSTM academic programs (i.e. B.S., M.S. and Ph.D.) are offered online. This assists the School of HSTM in achieving one of the university's major initiatives; that is, active-duty military can complete a HSTM degree.	All HSTM degree options are accessible to active-duty military and family members (that may need to relocate).	
Observed Data: Scholarship Opportunities for Military and their dependents	Troy University offers several financial options for military and their families: https://www.troy.edu/military/	The Troy University Military and Family Scholarship has been established to recognize the service of U.S. Active Military, Reserve and National Guard members by offering a scholarship to the service member, their spouse and/or dependent children. The Scholarship reduces tuition to $250 per credit hour at both the undergraduate and graduate level.	
OEG 5	To create an environment that allows for growth in values and diversity for HSTM students		2
Observed Data: Growth of Participation in Professional Organizations	Students have been actively involved with the following on campus organizations: The Sport Management Club, Chi Sigma Mu, Troy SAAC, Dean's Student Advisory Council, Hospitality and Tourism Club, Student Activity Board. **AY 2023-2024:** graduate and undergraduate students and alumni attended and presented at sport	The HSTM faculty are committed to developing participation in professional organizations including the Sport Management Club. Students at all degree levels are provided notice and opportunities to engage in professional organizations. The HSTM links under OEG 6 provide the best evidence supporting the School of HSTM efforts in this regard.	

	conferences including COSMA, CSRI, SRLA, NASSM, and EASM. The Southern Sport Management Conference – now the Applied Sport Management Conference (ASMA) has its roots at Troy University.		
Observed Data: Continue Partnerships	Detailed response in OEG 2.	Detailed response in OEG 2.	
OEG 6	**To grow alumni engagement**		
Observed Data: Tracking of Alumni	1. Facebook: Troy University School of Hospitality, Sport and Tourism Management 2. Facebook: Troy HSTM Events 3. Instagram: @troy_hstm 4. Twitter: @troy_hstm 5. HSTM Newsletter HSTM Newsletter | Troy University	The School of HSTM has made great strides in enhancing alumni engagement. Several methods are employed to capture alumni, including establishing points of contacts via social media, invitation to return to all HSTM related activities, Alumni spotlights in the HST Newsletter, etc. An Alumni Advisory Board was also created in AY 21-22 to elicit participation and feedback from alumni and industry professionals.	2
Observed Data: Track Increased Communication Efforts with Alumni	**AY 2023-2024:** Alumni Advisory Board members visited campus two times this year to connect with students, offer feedback curriculum, and attend senior student presentations. They also attended two virtual meetings to discuss industry needs and curriculum adjustments.		
Observed Data: Growth of Participation in Professional Organizations	Students have been actively involved with the following: The Sport Management Club, Chi Sigma Mu, Troy SAAC, Dean's Student Advisory Council, Hospitality and Tourism Club, Student Activity Board. **AY 2023-2024:** graduate and undergraduate students and alumni attended and presented at sport conferences including COSMA, CSRI, SRLA, NASSM, and EASM.		

**Explanation of course action for intended outcomes not realized: Assessment of operational effectiveness indicated that all OEGs met or exceeded expectations.

PROGRAM INFORMATION PROFILE

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

Name of Institution: <u>Troy University</u>

Program/Specialized Accreditor(s): Commission on Sport Management Accreditation

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

Date of Next Comprehensive Program Accreditation Review: <u>2025</u>

Date of Next Comprehensive Institutional Accreditation Review: <u>2030</u>

URL where accreditation status is stated: School of Hospitality, Sport and Tourism Management (HSTM) | Troy University
Institutions - SACSCOC

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

1. Graduation Year: <u>2024</u> # of Graduates: <u>78</u> Graduation Rate: <u>Not assessed</u>
2. Average Time to Degree: 4-Year Degree: _____ 5-year Degree ___X_____
3. Annual Transfer Activity (into Program): Year: 2024
    # of Transfers: Apprx 15-20 Transfer Rate: _____
4. Graduates Entering Graduate School: Year: 2024
    # of Graduates: Apprx 15-20 # Entering Graduate School: _____
5. Job Placement (if appropriate): Year: 2024
    # of Graduates: _____ # Employed: Apprx 70% are working in the field upon graduation