

The sport management degree programs at Troy University have received specialized accreditation through the Commission on Sport Management Accreditation (COSMA) located in Fort Collins, Colorado, USA. The sport management programs in the following degrees are accredited by COSMA:

- *Bachelor of Science in Hospitality, Sport & Tourism Management – Sport Management Concentration*
- *Master of Science in Sport Management*
- *Doctor of Philosophy in Sport Management*

**Program-Level Student Learning Outcomes Matrix –
Academic Year 2019 – 2020**

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	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 think critically and be capable of solving sport-related industry problems, so as to be prepared to add value to sport organizations.				
1. 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.	14	12	85%	2
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.	15	15	100	3
1. HSTM 4445 Major Research Project (Direct Measure)	Measure 1: 85% will be proficient or score 80% or higher on HSTM 4445 Senior Seminar Project.	28	24	85	2
SLO 2	Students will be competent in applying marketing, financial and legal principles to HSTM industry.				
1. 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.	35	33	94	2
2. 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.	35	35	100	3
3. HSTM 4499 Senior Capstone Project Rubric	Measure 3: 85% will be proficient	35	35	100	3

(Financial Information Scores) (Direct Measure)	or score 80% or higher on HSTM 4499 Senior Seminar Project.				
SLO 3	Students will be able to comprehend and effectively analyze issues, make decisions, and form sound, well-based judgments.				
1. Structured Internship (Indirect Measure)	Measure 1: 90% will score 80% or higher on their supervisor evaluations.	10	9	90	2
2. HSTM 4443 Case Study Rubric (Direct Measure)	Measure 2: 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study Exam.	14	12	85	2
1. HSTM 4445 Major Research Project (Direct Measure)	Measure 1: 85% will be proficient or score 80% or higher on HSTM 4445 Senior Seminar Project.	28	24	85	2
SLO 4	Students will develop effective communication skills: oral, interpersonal, and written.				
1. 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.	14	12	85	2
2. Structured Internship (Indirect Measure)	Measure 2: 90% will score 80% or higher on their supervisor evaluations.	10	9	90	2
3. HSTM 4499 Senior Capstone Project Rubric (Overall Total Project Scores) (Direct Measure)	Measure 3: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	15	15	100	3
SLO 5	Students will be proficient in using technology, with the ability to use the computer for practical, scholarly, searches and to compile organized and effective presentations.				
1. HSTM 4445 Major Research Project (Direct Measure)	Measure 1: 85% will be proficient or score 80% or higher on HSTM 4445 Senior Seminar Project.	28	24	85	2

2. HSTM 4499 Senior Capstone Project Rubric (Overall Presentation Proficiency Scores) (Direct Measure)	Measure 2: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	15	15	100	3
SLO 6	Students will be able to articulate their professional preparedness.				
1. HSTM 4499 Mock Interview Projects (Indirect Measure)	Measure 1: 90% will score 70% or higher on their mock interview projects.	35	31	88	1 – 88% of students achieved this outcome by this measure; only down by 2% of the goal.
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.	15	15	100	3
3. HSTM 4499 Resumes (Direct Measure)	Measure 3: 90% will score 70% or higher on the advanced resume project.	35	33	94	2
SLO 7	Students will be prepared for the sport management industry.				
Observation of HSTM Alumni Data @ https://www.troy.edu/academics/colleges-schools/health-human-services/departments/hospitality-sport-tourism-management/alumni.html (Indirect Measure)	Measure 1: Majority (51% or greater) of reporting alumni will be working in sport industry positions.	119	89	74	2
**Explanation of course action for intended outcomes not met: 7/7 B.S. HSTM-SM SLOs were achieved. All B.S. Sport Management program goals and objectives were met; the SLO results indicate that the mission of the program is being achieved. Although this program has a rich history of documenting continuous improvement towards very high standards, this is the first year that the results of every measure for each outcome has met or exceeded the set expectation. Last AY, it was determined that with 5/7 outcomes meeting the program overall was effective in meeting its mission; as such, going into AY 19-20, few changes were made. There was, however, the addition of a course that Sport Management students might take as an elective, HSTM 3320 Event Information, Communication and Technology as well as slight adjustments to HSTM 4452 Sport Communication renamed to HSTM Sport Communication and Emerging Technology. More focus on examining emerging technologies and how they influence communication strategies was put in place. Additionally, this past year, we placed emphasis on oral and written components of the curriculum, particularly in the following four courses: Research Methods, Sport Analytics, Sport Communication & Emerging Technologies and Case Studies in Sport Management; this allowed faculty an opportunity to focus on enhancing skillsets associated with students articulating solutions through the discussion of research and data.					

Notes: 1) If you are using different direct and indirect measures for different degree programs, please replicate this form, using one form for each program that has different measures. If different programs use the same measures, only one copy of this form is needed. 2) At a minimum, you are required to use two

direct and two indirect measures to assess all of your student learning outcomes. You are not required to measure each student learning outcome with more than one measure, though it is encouraged. This matrix offers space to show that you have more than one measure for each SLO, but it is not required.

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	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 recall specific core content areas including: foundations of sport and fitness management, sport and the law, sport administration, research methods, current issues in sport and sport marketing.				
1. Graduate Comprehensive Examination (Direct Measure)	Measure 1: 85% will score 75% or higher on the graduate comprehensive examination on the first attempt	12	14	85	2
2. Structured Internship Evaluation (Indirect Measure)	Measure 2: 90% will score 80% or higher on their supervisor evaluations	7	7	100	3
SLO 2	Students will recognize the importance of professional and ethical obligations, cultivating an advanced understanding of global awareness and diversity.				
1. Structured Internship Evaluation (Indirect Measure)	Measure 1: 90% will score 80% or higher on their supervisor evaluations	7	7	100	3
2. IRB Certificate (Direct Measure)	Measure 2: 90% will complete IRB Training.	23	23	100	3
SLO 3	Students will be able to use technology effectively; such as using the computer to analyze numerical information, organize data, aid in decision-making, facilitate both academic and practical research, and, communicate results effectively.				
1. SFM 6617 Major Project (Direct Measure)	Measure 1: 80% of sport management majors will score 80% or higher on the SFM 6617 major project	30	28	93	2
2. SFM 6691 Major Project	Measure 2: 80% will score 80% or	24	26	92	2

(Direct Measure)	higher on SFM 6691 Major Project				
3. SFM 6691 Research Presentations (Direct Measure)	Measure 3: 90% will score 80% or higher on SFM 6691 Research Presentations	23	25	92	2
SLO 4	Students will be able to articulate their professional preparedness through scholarly and practical research assignments.				
1. SFM 6617 Major Project (Direct Measure)	Measure 1: 80% will score 80% or higher on SFM 6617 Major Project	30	28	93	2
2. Structured Internship (Indirect Measure)	Measure 2: 90% will score 80% or higher on their supervisor evaluations	7	7	100	3
SLO 5	Students will be prepared to fulfill <u>advanced</u> positions in the sport management industry.				
Observation of HSTM Alumni Data @ https://www.troy.edu/academics/colleges-schools/health-human-services/departments/hospitality-sport-tourism-management/alumni.html (Indirect Measure)	Measure 1: Majority (51% or greater) of reporting alumni will be working in sport industry positions.	61	53	86%	2
<p>**Explanation of course action for intended outcomes not met: 5/5 SLOs were achieved. All M.S. Sport Management program goals and objectives were met; the SLO results indicate that the mission of the program is being achieved.</p> <p>This is the second consecutive year that all measures for each SLO were achieved, indicating consistency with the deliverables. Over the course of the past two years (2018-2020), faculty evaluated the assessment system and realized a need for consistent grading procedures as well as consistent graders for all graduate comprehensive exam processes. This uniformity has accounted for more reliable assessment results related to comprehensive exams.</p>					

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	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	Demonstrate knowledge from core and specialized areas of study in the curriculum.				
HSTM 8860 Dissertation Pass with Distinction/P/F Committee Form	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	2	2	100	3
Comprehensive Exams Pass with distinction/P/F Committee Form	Measure 2: 90% of students will successfully pass their comprehensive exams.	7	7	100	3
Committee Form P/F	Measure 3: 90% of students will successfully propose their dissertation topic.	2	2	100	3
SLO 2	Identify essential teaching strategies for success in the sport management education environment.				
HSTM 8860 Dissertation P/F Committee Form	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	2	2	100	3
HSTM 8822 Major Project Rubric	Measure 2: 90% of students will complete HSTM 8822 Major Project with 80% or better	8	8	100	3
SLO 3	Effectively express complex concepts both orally and in writing.				
HSTM 8860 Dissertation P/F Committee Form	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	2	2	100	3

HSTM 8812 Major Project Rubric	Measure 2: 90% of students will complete HSTM 8803 Major Project with 80% or better	11	11	100	3
SLO 4	Effectively interpret sport management research studies.				
HSTM 8860 Dissertation P/F Committee Form	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	2	2	100	3
HSTM 8810 Major Project Rubric	Measure 2: 90% of students will complete HSTM 8810 Major Project with 80% or better	9	9	100	3
SLO 5	Apply sport management knowledge to the solution of complex sport management issues, with demonstration of sensitivity to crucial, controversial sport issues.				
HSTM 8860 Dissertation P/F Committee Form)	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	2	2	100	3
HSTM 8812 Major Project Rubric	Measure 2: 90% of students will complete HSTM 8812 Major Project with 80% or better	11	11	100	3
SLO 6	Analyze and apply sport management principles, approaches and rationales to current sport management cases.				
HSTM 8860 Dissertation P/F Committee Form)	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	2	2	100	3
HSTM 8810 Major Project Rubric	Measure 2: 90% of students will complete HSTM 8810 Major Project with 80% or better	9	9	100	3
SLO 7	Organize and plan programs of service designed to meet local, state, regional, national and/or international needs.				
HSTM 8860 Dissertation P/F Committee Form	Measure 1: 90% of doctoral	2	2	100	3

	candidates will successfully defend their dissertation				
HSTM 8812 Major Project Rubric	Measure 2: 90% of students will complete HSTM 8812 Major Project with 80% or better	11	11	100	3
SLO 8	Prepare research within the field of sport management for presentation and publication.				
HSTM 8860 Dissertation P/F Committee Form	Measure 1: 90% of doctoral candidates will successfully defend their dissertation	3	3	100	3
HSTM 8810 Major Project Rubric	Measure 2: 90% of students will complete HSTM 8810 Major Project with 80% or better	9	9	100	3

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

8/8 SLOs were achieved. All Ph.D. Sport Management program goals and objectives were met; the SLO results indicate that the mission of the program is being achieved. With regards to the doctoral program, one of the biggest testaments of the success of the program is the level of scholarly productivity that the students are achieving. For 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. For 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.

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	To grow HSTM enrollments		
Observed Data: SLOs – Overall Achievement Scores	7/7 B.S. HSTM SLOs were met. 5/5 M.S. SFM SLOs were met. 8/8 Ph.D. SLOs were met.	Data indicated that the B.S. HSTM, M.S. SM and Ph.D. SM programs achieved all objectives and goals that are linked to the School of HSTM Mission. Staying mission focused, producing quality graduates, with strong content knowledge and soft, transferrable skill sets is a priority for the School of HSTM. The faculty feel that by holding high standards, students will rise to a new level, grow personally, achieve jobs upon graduation, and, ultimately assist in growing HSTM enrollments.	3–Exceed expectations
Observed Data: Average Yearly Enrollment Numbers	2017-2018 1. B.S. HSTM – 348 2. M.S. SFM – 104 3. Ph.D. – SM – 30 4. TOTAL = 482 2018-2019 1. B.S. HSTM -376 2. M.S. SFM – 117 3. Ph.D. SM – 30 4. TOTAL = 523 2019-2020 1. B.S. HSTM – 328 2. M.S. SM – 117 3. Ph.D. SM – 44 4. TOTAL = 489	In 2013 (due to the new B.S. HSTM degree title), there were 0 HSTM majors; in 2015, there were 200 HSTM-Sport Management students and in 2017 there are 348 HSTM-Sport Management students. For the AY 2018-2019, total HSTM enrollments grew. Each year we graduate and admit on average 30 to 45 HSTM Sport Management students across programs. For the past three academic years, enrollments have ranged from 482 to 523.	
Observed Data: Average Yearly Graduation Numbers	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 2019-2020 1. B.S. HSTM – SM = 47 2. M.S. SM = 25 3. Ph.D. SM – 1	Graduation data is fairly consistent for the past two years, particularly for the B.S. and Ph.D. programs. With regards to M.S. students, there is fluctuation as is to be expected, likely due to many of these students working full-time jobs.	
Observed Data: 2016-2017, 2017-2018, 2018-2019 & 2019-2020 Enrollments by Program	1. B.S. HSTM – New enrollments by year = 342 to 348 to 376 to 238 students 2. M.S. SFM – New enrollments by year = 93 to 104 to 117 to 117 students 3. Ph.D. – SM – New enrollments by year = 23 to 30 to 30 to 44 students	As evidenced by the historical data, programs are seeing consistent enrollments across programs. Every year, the numbers for all programs have grown and/or remained constant with the exception of the B.S. HSTM SM enrollments for AY 19-20; there was a slight dip for these number which are likely explained by students crossing over to the hospitality management and/or tourism concentrations (as the School of HSTM saw growth in these areas).	
Observed Data: Track Curriculum Revision & Improvements	1. B.S. HSTM – SM: The core curriculum is comprised of 30 hours in the interrelated areas of hospitality, tourism and sport. Students then must choose a 21-hour concentration in one of the three aforementioned areas. Additionally, students then will complete an 18-hour minor. Most Sport Management students will minor in Global Business Administration, Promotions, Marketing, Hospitality or Tourism. https://resources.troy.edu/catalogs/1920undergraduate/pdf/documents/15U-CHHS.pdf 2. M.S. SFM –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. https://resources.troy.edu/catalogs/1920graduate/pdf/documents/7G-Health-Human-Services-19-20.pdf	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. Last AY, it was determined that with 5/7 outcomes meeting the program overall was effective in meeting its mission; as such, going into AY 19-20, few changes were made. There was, however, the	

	<p>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. SFM program. There are 5 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.</p> <p>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.</p>	<p>addition of a course that Sport Management students might take as an elective, HSTM 3320 Event Information, Communication and Technology as well as slight adjustments to HSTM 4452 Sport Communication renamed to HSTM Sport Communication and Emerging Technology. More focus on examining emerging technologies and how they influence communication strategies was put in place. Also., for AY 19-20 a sport analytics course was offered for the first time at the undergraduate level.</p> <p>No curricular changes were made to the M.S. and Ph.D. programs for AY 19-20.</p>	
Observed Data: Track high-touch experiences: Advising, Availability	<p>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.</p> <p>Outside of dedicated advising periods, faculty are expected to be available for a minimum of 10 hours; most faculty have open door policies.</p>	<p>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.</p> <p>This past Spring and Summer (COVID), faculty maintained connectivity with students utilizing primarily Microsoft Office – Teams. Courses that required face to face presentation and/or interviews additionally relied heavily on TEAMS.</p>	
Observed Data: Visibility indicators of: 1. TheBestSchools.Org 2. Best Colleges	<p>The past 2 academic years, the School of HSTM was approved to move out of the College of Health and Human Services and into the School of Business.</p> <p>For AY 2018-2019 The School of HSTM is increasing visibility through marketable, points:</p> <ol style="list-style-type: none"> 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 <p>For AY 2019-2020</p> <ol style="list-style-type: none"> 1. BestSchools.Org – Best Online B.S. Sport Management Program 2. Guide to Online Schools - Best Online Colleges for Value – M.S. Sport Management <p>https://www.troy.edu/academics/colleges-schools/health-human-services/departments/hospitality-sport-tourism-management/</p>	<p>The School of HSTM is fostering 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.</p> <p>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.</p>	
OEG 2	To enhance the collegiate experience for HSTM students		
Observed Data: Track Experiential Learning Opportunities	<p>Sport Management Club, 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 (Homecoming, Children’s Fun Fest, HSTM Summit, Charity Golf Tournament, HSTM Banquet), Revenue Generation – Cold Calls for Athletics, Sport Management Internship Fair, Sport Management Conference, Attendance to Sport Management Conferences, Professional Presentations, Peer-reviewed Student Publications,</p>	<p>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.</p>	3 – Exceeds expectations

	<p>Teaching (Doctoral Students Only), etc., Alabama Baseball Coaches Association, Miracle League.</p> <p>Facebook: https://www.facebook.com/165548083647229/posts/if-you-are-interested-in-participating-in-the-annual-charity-golf-tournament-ple/1078437142358314/</p> <p>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</p> <p>For 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. For 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.</p>		
Observed Data: Track Community Partnerships	<p>Troy Athletics, Troy Parks and Recreation, Troy Miracle League, Boys and Girls Club, Troy Common Ground, Alabama Baseball Coaches Association & Alabama Miracle League.</p> <p>Facebook: Troy University School of Hospitality, Sport and Tourism Management Facebook: Troy HSTM Events Instagram: @troy_hstm Twitter: @troy_hstm</p>	<p>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) through events put on by HSTM students. For the AY 18-19, the School of HSTM raised \$2,700 for the local Boys and Girls Club. For AY 19-20, there was interruption in our fundraising events; however, the students were able to procure product donations totaling to close to \$2,500 for Pike County Boys and Girls Club and Troy Common Ground initiative. Additionally, several students partnered with the Alabama Baseball Coaches Association to assist in putting on a fundraising event supporting the Miracle League initiative.</p> <p>Troy faculty also are highly engaged in the local sport community as volunteers: coaching and coordinating fundraising efforts totaling to just over \$70,000 for local youth sport programs in the past four years.</p>	
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		
Observed Data: Track Expanded International Initiatives	<p>For AY 19-20, all study abroad trips were cancelled due to global travel restrictions; however, the university is adopting a Quality Enhancement Plan that is SACSCOC approved centered on students and faculty becoming more internationally aware and globally prepared.</p> <p>For the AY 19-20, study abroad Trips are planned for: Switzerland, Austria, Bavaria (2019) & Italy (2020)</p> <p>Additionally, the university's approved QEP plan will place emphasis on training faculty and engaging students in intercultural diversity initiatives.</p> <p>For AY 18-19, HSTM faculty and students traveled to Ireland & Greece. Additionally, Dr. Martin and two doctoral students</p>	<p>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.</p> <p>One study abroad course is offered in the HSTM curriculum that directly supports global studies (HSTM 4475) and an additional, minimum 6 hours are required</p>	2– Exceed expectations

	<p>traveled to Vancouver, B.C., Canada to present at the North American Society for the Sociology of Sport Conference.</p> <p>For AY 17-18 the following international initiatives were achieved:</p> <p>1. Chong Qing Normal University (China) – Dr. Shannon Xu taught Introduction to Sport Management at Chong Qing Normal University to 70 Chinese students.</p> <p>2. Costa Rica – Dr. Dixon traveled to Costa Rica and met with local universities, federations, governing bodies for soccer and volleyball.</p> <p>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.</p> <p>In addition to the above-listed opportunities the School of HSTM embraces global sport management by housing the International Center for Hospitality, Sport and Tourism (ICHST). ICHST provides a focal point for coordinating research, providing educational and training programs and functions as a think tank and informational resource for hospitality, sport and tourism related issues at Troy University. More information on the ICHST is available at</p> <p>https://www.troy.edu/academics/colleges-schools/health-human-services/departments/hospitality-sport-tourism-management/international-center-hst.html</p>	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		
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 are able to complete an HSTM degree.	All HSTM degree options are accessible to active duty military and family members (that may need to relocate).	2 – Meets expectations
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		
Observed Data: Growth of Participation in Professional Organizations	<p>Students have been actively involved with the following: The Sport Management Club</p> <p>The Southern Sport Management Conference – now the Applied Sport Management Conference; the ASMA has its roots at Troy University.</p> <p>Several Troy University students are members of COSMA: https://www.cosmaweb.org/student-members.html</p> <p>For 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. For AY 2019-2020, doctoral students published 7 peer-reviewed articles. achieved 17</p>	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 Newsletters provided as links under OEG 6 provide the best evidence supporting the School of HSTM efforts in this regard.	2 – Meets expectations

	presentations, authored 13 editor reviewed works, for a total of 37 scholarly achievements.		
Observed Data: Continue Partnerships with the City of Troy	Detailed response in OEG 2.	Detailed response in OEG 2.	
OEG 6	To grow alumni engagement		
Observed Data: Tracking of Alumni	https://www.troy.edu/academics/colleges-schools/health-human-services/departments/hospitality-sport-tourism-management/alumni.html	The School of HSTM has made great strides in enhancing alumni engagement. Several methods are employed in an effort to capture alumni, including establishing points of contacts via social media, invitation to return to all HSTM related activities, Alumni spotlights in the HSTM Newsletter, etc.	3 – Exceeds expectations
Observed Data: Track Increased Communication Efforts with 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 https://www.troy.edu/academics/colleges-schools/health-human-services/departments/hospitality-sport-tourism-management/newsletter/index.html		
Observed Data: Increase Opportunities for Alumni Involvement	HSTM Alumni Spotlight: https://www.troy.edu/academics/colleges-schools/health-human-services/departments/hospitality-sport-tourism-management/alumni-spotlight.html		
**Explanation of course action for intended outcomes not realized: Assessment of operational effectiveness indicated that all OEGs met or exceeded expectations. This coupled with all SLOs meeting expectations indicates that the three programs are achieving their programmatic missions.			

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: Troy University

Program Accrerator: Commission on Sport Management Accreditation

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

Date of Next Comprehensive Program Accreditation Review: 2025

Date of Next Comprehensive Institutional Accreditation Review: 2020

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

<https://www.troy.edu/academics/colleges-schools/health-human-services/departments/hospitality-sport-tourism-management/index.html>

<http://www.sacscoc.org/details.asp?instid=76320>

Program Context and Mission

Program Mission: The mission of the School of Hospitality, Sport & Tourism Management is to prepare students to become future leaders and scholars in hospitality, sport and tourism management by providing exemplary integrative and experiential academic preparation in a collaborative environment, to conduct seminal and applied research that impacts the hospitality, sport and tourism industries on a local, national, and global level and to provide professional and community service.

Brief Description of Student Population: <https://www.troy.edu/about-us/offices-departments/institutional-research-planning-effectiveness/fact-site/16.html>

Admissions Requirements:

- Undergraduate - <https://resources.troy.edu/catalogs/1819undergraduate/pdf/documents/4U-ADMISSIONS.pdf>
- Graduate - <https://resources.troy.edu/catalogs/1819graduate/pdf/documents/2G-Gen-Info.pdf>
- Ph.D. – SM, p. 174 - <https://resources.troy.edu/catalogs/1819graduate/pdf/documents/7G-Health-Human-Services.pdf>

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation

Year: 2019-2020
90%

of Graduates: 47 Graduation Rate: Ranging between 70-

2. Completion of Educational Goal (other than degree – if data collected)
Not applicable

3. Average Time to Degree

4-Year Degree: _____ 5-year Degree X

4. Annual Transfer Activity

Year: 2019-2020 # of Transfers: Average = 20 Transfer Rate: Average <10%

5. Graduates Entering Graduate School

Not collected

6. Job Placement (if appropriate)

- Approximately 10% to 15% of HSTM students enter graduate school
- Approximately 74% of B.S. HSTM students are working in sport industry
- Approximately 86 % of M.S. Sport Management students are working in sport industry

7. Additional Indicators, if any: N/A