

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 identify and address 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.	18	19	95%	3
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 2: Majority (51% or greater) of reporting graduates/alumni will indicate their ability to apply critical thinking skills to sport-related industry problems.	45	45	100%	3
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.	57	71	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.	60	71	85%	2
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.	55	71	77%	1

SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	Measure 4: Majority (51% or greater) of reporting graduates/alumni will indicate their proficiency in applying marketing, financial, and legal principles to HSTM industry.	Finance: 32 Legal: 35 Marketing: 42	Finance: 45 Legal: 45 Marketing: 45	Finance: 71% Legal: 78% Marketing: 93%	3
SLO 3: Students will be able to formulate rational conclusions through issue analyzation and decision-making skills.					
HSTM 4443 Case Study Rubric <i>(Direct Measure)</i>	Measure 1: 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study.	18	19	95%	3
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	Measure 2: Majority (51% or greater) of reporting graduates/alumni will indicate their ability to formulate rationale conclusions.	41	45	91%	3
SLO 4: Students will develop effective written and verbal communication skills.					
HSTM 4499 Mock Interview Project (verbal skills) <i>(Direct Measure)</i>	Measure 1: 90% will be proficient or score 70% of higher on the advanced resume project.	56	71	79%	1
HSTM 4499 Senior Capstone Project Rubric (Overall Total Written Project Scores; written skills) <i>(Direct Measure)</i>	Measure 2: 85% will be proficient or score 80% of higher on HSTM 4499 Senior Seminar Project.	54	71	76%	1
Structured Internship (Communication items only) <i>(Indirect Measure)</i>	Measure 3: 90% will score 80% or higher on their supervisor evaluations.	45	50	90%	2

SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	Measure 4: Majority (51% or greater) of reporting graduates/alumni will indicate their development of effective communication skills.	Oral: 42 Written: 43	45	Oral: 93% Written: 95%	3
SLO 5: Students will be proficient in utilizing technology for practical purposes.					
HSTM 4499 Senior Capstone Project Rubric (Overall Presentation Proficiency Scores) <i>(Direct Measure)</i>	Measure 1: 85% will be proficient or score 80% of higher on HSTM 4499 Senior Seminar Project.	47	71	66%	2
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	Measure 2: Majority (51% or greater) of reporting graduates/alumni will indicate their proficiency in utilizing technology for practical purposes.	44	45	97%	3
SLO 6: Students will be able to display their professional preparedness for entrance into the HSTM industry.					
HSTM 4499 Resume Rubric <i>(Direct Measure)</i>	Measure 1: 90% will be proficient or score 70% of higher on the advanced resume project.	67	71	94%	2
HSTM 4499 Mock Interview Project <i>(Direct Measure)</i>	Measure 2: 90% will be proficient or score 70% of higher on the advanced resume project.	56	71	79%	1
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	Measure 3: Majority (51% or greater) of reporting graduates/alumni will indicate their preparedness to enter sport industry.	44	45	97%	3

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

4/6 SLO were either split results or we did not meet expectations (SLO 2, 4, 5, 6), and 2/6 SLOs were achieved (SLOs 1, 3).

Compared to the 2024-2025 SLOs, positive assessment results showed a decline. We saw a significant decline in students meeting measures associated with Senior Seminar. These measures are especially important now that we have shifted away from other measures/courses to focus on senior-level achievement. 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. The change in outcomes may be due to the many departmental changes that have occurred over the last three years (lost four faculty, reliance on adjuncts, changes in leadership, etc.). As a department, we intend to revisit conversations around rigor vs gatekeeping and to establish more clear and objective forms of grading that will better assess student learning. Faculty members continue to teach overloads during this cycle which provides a unique challenge in the delivery of content.

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	31	31	100%	3
SCOB Exit/Alumni Survey (Indirect Measure)	Measure 2: Majority (51% or greater) of reporting graduates/alumni will indicate their ability to articulate core curricular content knowledge.	6	6	100%	3
SLO 2: Students will cultivate an advanced understanding of ethical obligations, and diversity and inclusion.					

IRB Certificate (Direct Measure)	<i>Measure 1:</i> 90% will successfully complete IRB Training.	50	50	100%	3
SCOB Exit/Alumni Survey (Indirect Measure)	<i>Measure 2:</i> Majority (51% or greater) of reporting graduates/alumni will indicate their advanced understanding of global awareness, ethical obligations, and diversity and inclusion	6	6	100%	3
SLO 3: Students will be proficient in the application of technology to conduct and synthesize research.					
SM 6617 Major Project (Direct Measure)	<i>Measure 1:</i> 80% will score 80% or higher on the SM 6617 major project	49	53	92%	3
SM 6691 Major Project (Direct Measure)	<i>Measure 2:</i> 80% will score 80% or higher on the SM 6691 major project	48	50	90%	3
SCOB Exit/Alumni Survey (Indirect Measure)	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will indicate their proficiency in the application of technology to conduct and present research	6	6	100%	3
SLO 4: Students will display their professional preparedness for entrance into the SM industry.					
Graduate Comprehensive Examination (Direct Measure)	<i>Measure 1:</i> 85% will score 75% or higher on graduate comprehensive exam on the first attempt	31	31	100%	3
Structured Internship Overall Evaluation Score (Indirect Measure)	<i>Measure 2:</i> 90% will score 80% or higher on their supervisor evaluations	3	3	100%	3

SCOB Exit/Alumni Survey (Indirect Measure)	Measure 3: Majority (51% or greater) of reporting graduates/alumni will indicate their professional preparedness	6	6	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 were made; wherein students were expected to submit a professional portfolio as a replacement for a traditional, content-focused comprehensive exam. However, effective beginning FA26, new students will not be required to submit a portfolio and will, instead, complete a comprehensive exam-type assignment in SM6691. 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 curriculum given this instructional period was slightly different for students incoming after the COVID pandemic. Consistency in delivery and expectations has yielded a higher percentage of students passing their comprehensive exam, now a professional portfolio. A shift in delivery format of the required SM research methods courses has been made. An adjustment has been made to this measure in the new OAP submitted as a condition of reaccreditation.					

Ph.D. 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 demonstrate core curricular and specialized content knowledge.					
SM 8860 Dissertation Content Knowledge Score with Rubric (Direct Measure)	Measure 1: 90% of doctoral candidates will score "acceptable" on their dissertation content knowledge score	2	2	100%	3

SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 2:</i> Majority (51% or greater) of reporting graduates/alumni will report demonstration of core curricular knowledge	8	13	62%	3
SLO 2: Students will identify essential teaching strategies for success in the sport management education environment.					
SM 8822 Major Project <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% of students will score 80% or higher on the SM 8822 major project	15	15	100%	3
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 2:</i> Majority (51% or greater) of reporting graduates/alumni will report identification of teaching strategies	8	13	62%	3
SLO 3: Students will display proficiency in applying theoretical frameworks					
SM 8860 Dissertation Literature Review Score with Rubric <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% of doctoral candidates will score "acceptable" on their dissertation literature review score	2	2	100%	3
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 2:</i> Majority (51% or greater) of reporting graduates/alumni will report proficiency in theoretical frameworks	8	13	62%	3
SLO 4: Students will be able to effectively interpret sport management research.					
SM 8816 Major Project <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% of students will score 80% or higher on the SM 8816 major project	N/A	N/A	N/A	4
SM 8810 Major Project <i>(Direct Measure)</i>	<i>Measure 2:</i> 90% of students will score 80% or higher on the SM 8810 major project	13	13	100%	3

SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will report ability to effectively interpret sport management research	8	13	62%	3
SLO 5: Students will analyze and apply sport management methodology.					
SM 8860 Dissertation Methodology Score with Rubric <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% of doctoral candidates will score “acceptable” on their dissertation methodology score	2	2	100%	3
SM 8810 Major Project <i>(Direct Measure)</i>	<i>Measure 2:</i> 90% of students will score 80% or higher on the SM 8810 major project	13	13	100%	3
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will report ability to analyze and apply sport management principles	8	13	62%	3
SLO 7: Students will prepare research within the field of sport management for presentation and publication.					
SM 8860 Dissertation Presentation Score with Rubric <i>(Direct Measure)</i>	<i>Measure 1:</i> 90% of doctoral candidates will score “acceptable” on their dissertation presentation score	2	2	100%	3
SM 8860 Dissertation Writing Score with Rubric <i>(Direct Measure)</i>	<i>Measure 2:</i> 90% of doctoral candidates will score “acceptable” on their dissertation writing score	2	2	100%	3
SCOB Exit/Alumni Survey <i>(Indirect Measure)</i>	<i>Measure 3:</i> Majority (51% or greater) of reporting graduates/alumni will report ability to prepare research for publication and presentation	8	13	62%	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 graduate students were award research grants during the assessment cycle (COSMA [2])

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: University of Alabama, the Peach Conference, Penn State Abington, St. Mary's University, Nichols College, Kennesaw State University, Georgia College, University of Nebraska-Kearney, Viterbo University, Pfeiffer University, University of North Alabama, 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”.

Operational Effectiveness Goals

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data History	Current Figure	Data Summary	Assessment Results: 1. Does Not Meet Expectation 2. Meets Expectation 3. Exceeds Expectation 4. Insufficient Data
OEG 1: Increase enrollment and graduation rates for the School of HSTM					

Observed Data: Average Yearly Enrollment Numbers	<i>Measure 1: Increase overall SM enrollment by 3% annually</i>	N/A	5%	The School of HSTM saw an enrollment increase of 5% in the 25/26 AY.	4
Observed Data: Average Yearly Graduation Numbers	<i>Measure 2: Graduate at least 50 SM students overall annually</i>	AY 24-25 = 66	78	The School of HSTM graduated 128 students at the conclusion of 25/26 AY.	3
Observed Data: Visibility indicators	<i>Measure 3: Appear on at least two (2) external ranking lists annually</i>	N/A	5	The School of HSTM is currently listed on five external ranking lists. 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.	4
OEG 2: To enhance to collegiate experiences of HSTM students					
Observed Data: Track Curriculum Revision & Improvements	<i>Measure 1: Annual review of course content and changes to fit the needs of the sport industry (Y/N)</i>	N/A	Y	The School of HSTM engages in curriculum review annually at Fall and Spring faculty meetings.	4
Observed Data: Track high-touch experiences: Advising, Availability	<i>Measure 2: The majority (51%+) of faculty members will hold at least 6 hours of open-door office time per week during the AY</i>	N/A	100% of on campus faculty	The School of HSTM faculty members hold from 6-10 office hours per week.	4
Observed Data: Track Experiential Learning Opportunities	<i>Measure 3: Provide at least five (5) experiential learning opportunities to students annually</i>	N/A	5	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. We provided numerous experiential learning opportunities to students:	4

				Homecoming tent, Senior Summit (2), O's Bike Ride, HSTM Golf Tournament.	
Observed Data: Track Community Partnerships	<i>Measure 4: Increase community partnership donations by 5% annually</i>	AY 24-25: \$14,168	\$12,958: O's Cool Bike Foundation \$2,949: HSTM Golf Tournament	The School of HSTM raised \$15,907 in monetary and product sponsorships during the 25-26AY.	3
OEG 3: To provide international perspectives to HSTM					
Observed Data: Track Expanded International Initiatives	<i>Measure 1: Maintain at least two international initiatives annually (e.g., study abroad, research partnerships, international teaching, international presentations, etc.)</i>	AY 2024-2025: six faculty members traveled to Vietnam to teach at international sites. One faculty continued relationship development with Chosun University and the Korean Office of Education. Two faculty also led two study abroad trips to Costa Rica, Ireland, Scotland, and England.	The School of HSTM maintained several study abroad trips (Spain), continued teaching in Vietnam, and engaged with prospective students in South Korea.	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. All students have the opportunity to apply annually for the Chancellor's scholarship which provides \$1,250 toward a study abroad program.	2
OEG 4: To actively support military personnel in pursuit of HSTM related degrees					
Observed Data: Curriculum opportunities	<i>Measure 1: 100% of SM courses offered online</i>	N/A	100%	The School of HSTM maintain offerings of all SM courses online to support online and flexible learning for military students.	4

Observed Data: Scholarship Opportunities for Military and their dependents	<i>Measure 2: Military members and their dependents are offered scholarships/financial assistance at the university level (Y/N)</i>	Y	Y	The School of HSTM adheres to all university-level scholarship offerings for military students.	2
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	<i>Measure 1: Students will participate in at least two (2) professional organizations annually</i>	AY 2024-2025: graduate and undergraduate students and alumni attended and presented at sport conferences including COSMA, CSRI, SRLA, NASSM, and EASM.	Y	Students participated in several organizations including COSMA, NASSM, ICHRIE, SRLA, CSRI.	2
Observed Data: Track Community Partnerships	<i>Measure 2: Provide at least five (5) learning opportunities to students annually to support value and diversity development</i>	N/A	Y	The School of HSTM provided numerous experiential learning opportunities to students: Homecoming tent, Senior Summit (2), O's Bike Ride, HSTM Golf Tournament.	4
OEG 6: To grow alumni engagement					
Observed Data: Increase Communication Efforts with Alumni	<i>Measure 1: Engage with at least five (5) alum at least two (2) times per year through email and/or in-person meetings</i>	N/A	Y	The School of HSTM engaged with alumni through advisory board meetings, attendance at senior summit.	4