

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 Accreditor: Commission on Sport Management Accreditation

Institutional Accreditor: Southern Association of Colleges and Schools Commission on Colleges

Date of Next Comprehensive Program Accreditation Review: The Troy University B.S. HSTM – SM and M.S. SM programs are seeking reaffirmation of accreditation. The Troy University Ph.D. SM program is seeking accreditation. A site visit occurred in April of 2018. An accreditation decision is expected in Fall 2018.

Date of Next Comprehensive Institutional Accreditation Review: 2020

To learn more about the accredited status of the program, click here: [https://www.troy.edu/hstm/
http://www.sacscoc.org/details.asp?instid=76320](https://www.troy.edu/hstm/http://www.sacscoc.org/details.asp?instid=76320)

Program Context and Mission

Program Mission: The mission of the School of Hospitality, Sport, and 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: Detailed Student Demographics available via Enrollment-Fall 2017 Quick Facts at: <https://www.troy.edu/factsite/2017quickfacts.html>

Admissions Requirements: Acceptance to Troy University. Admissions requirements for the university are available at: <https://www.troy.edu/catalogs/1819undergraduate/pdf/documents/4U-ADMISSIONS.pdf>

M.S. Admissions Requirements: Acceptance to Troy University Graduate School at: <https://www.troy.edu/catalogs/1819graduate/pdf/documents/2G-Gen-Info.pdf>

Ph.D. Admissions Requirements: Acceptance to Troy University Graduate School and the Ph.D. Sport Management program at: <https://www.troy.edu/catalogs/1819graduate/pdf/documents/7G-Health-Human-Services.pdf> (PDF p. 11 or Troy University Catalog p. 175)

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation

Year: 2016-2017 # of Graduates: 48 Graduation Rate: +1.2%

***In the past two academic years, 2016-2017 and 2017-2018, the Troy University B.S. HSTM-SM program has averaged 40 “new starts” each year. For AY 2016-2017, the B.S. HSTM-SM program averaged 48 graduates. A focus on retention, graduation and employment assists in accounting for positive graduation results.*

2. Completion of Educational Goal (other than certificate or degree – if data collected)

HSTM Alumni indicators are available at: <https://www.troy.edu/hstm/alumni.html>

3. Average Time to Certificate or Degree

1-Year Certificate: _____ 2-Year Degree: _____ 4-Year Degree: X

4. Annual Transfer Activity Into the Sport Management Program:

Year: 2016-2017 # of Transfers: 20

5. Graduates Entering Graduate School

HSTM Alumni/Graduate Student indicators are available at: <https://www.troy.edu/hstm/alumni.html>

6. Job Placement (if appropriate)

HSTM Alumni indicators are available at: <https://www.troy.edu/hstm/alumni.html>

Additional Information may be viewable in the HSTM Newsletter at: <https://www.troy.edu/hstm/>

Additional Information may be viewable at: <https://www.troy.edu/hstm/alumnispotlight.html>

7. Licensure/Certification Examination Results: Not applicable

8. Additional Indicators, if any may be found at: <https://www.troy.edu/hstm/>

ACADEMIC HOMER REPORT

Due Date: November 1, 2018

Reporting Period: Fall 2017 – Summer 2018 (1 year)

College: College of Health and Human Services

Department: HSTM

Program: B. S. HSTM

Program Chair: Dr. Anthony Dixon

Responsible Person: Dr. Robert Mathner

Undergraduate

Graduate

Part 1. Program Overview:

Please give a general description of your program, including your program mission or purpose statement. A program mission describes the primary purpose, values, and philosophy of the educational program. It should be clear, concise, and meaningful, and it should include the purpose of the program, the students to be served, the academic environment, the curriculum's primary focus, and expected contributions to the community. A program mission should align with the University mission and goals and/or the mission and goals of the college. In addition to the program's general description and mission or purpose statement, a brief history of the program may be appropriate.

Mission Statement: The mission of the School of Hospitality, Sport, and 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.

About the Program: The School of HSTM capitalizes on the natural synergies among three related industry management disciplines. HSTM offers students an exceptional fundamental education, service learning experiences, and exposure to related industries for career preparation. The foundation of the HSTM program is experiential academic preparation through student engagement in hospitality, sport, and tourism related activities on- and off-campus. A consistent message communicated to students is the need to gain practical experiences to complement their education. It is our belief that creating learning experiences on- and off-campus provide students with the opportunity to see how knowledge gained in the classroom is implemented in a real-world setting. TROY HSTM students have numerous opportunities to take knowledge from courses and apply it to real-world practitioner-related events and environments, such as the Annual HSTM Charity Golf Tournament, 5K road races, Troy University Athletics Department, Southern Sport Management Conference, Children's Fun Fest, and NCAA football bowl game volunteer opportunities, among others. The combination of integrative and experiential academic preparation that students receive from the School of Hospitality, Sport and Tourism Management make students more marketable upon graduation.

Accreditation Statement: The B.S. in HSTM is currently seeking reaffirmation of accreditation from the Commission on Sport Management Accreditation.

Curriculum Committee Members: Drs. Robert Mathner (Chair B.S. HSTM-SM), Fred Green, Win Koo, Christina Martin, Heather Allman (Chair B.S. HSTM-H), Shannon Xu (Chair B.S., HSTM-T), Andrew Goldsmith, Michael Carroll (TROY Online Coordinator), Patrick Holladay, Packinathan Chelladurai, Minkil Kim, Kate Price-Howard.

Curriculum Committee Meeting Dates: 2/1/18, 11/6/17, & 8/10/17

Dashboard Data

Total Number of 2017-2018 Graduates	48
Total Number of Full-time, Tenured or Tenure Track Faculty	13
Total Number of Part Time/Adjunct Faculty	5
Average Salary of 2017-2018 Graduates	Range: \$20,000 to \$46,000

Elaborate on the retention strategies and outcomes for your academic program: The primary retention strategy employed by the School of HSTM centers on relationship building. The HSTM faculty are committed to providing students with a high quality curriculum in a high touch manner. Faculty actively engage in the advising, mentoring and professorial roles both in and out of the classrooms. This approach has enabled the School of HSTM programs to grow enrollments, retain and graduate students, and enhance alumni engagement.

The observed enrollment data for AYs 2016-2017 and 2017- 2018 indicated

1. B.S. HSTM – New enrollments by year = 342 to 348 students
2. B.S. HSTM – TM New enrollments by year = 21 to 36 students
3. B.S HSTM – HM New enrollments by year = 103 to 129 students
4. M.S. SFM – New enrollments by year = 93 to 104 students
5. Ph.D. – SM – New enrollments by year = 23 to 30 students

In reviewing the past two academic years, the Troy B.S. HSTM-SM program saw a 1.75% in enrollment growth; the B.S. HSTM-TM saw a 71.43% growth; the B.S. HSTM-HM saw a 25.24% growth; the M.S. in Sport Management saw an 11.83% in growth; the Ph.D. in Sport Management saw a 30.43% in growth.

***In the past two academic years, 2016-2017 and 2017-2018, the Troy University B.S. HSTM-SM program has averaged 40 “new starts” each year. For AY 2016-2017, the B.S. HSTM-SM program averaged 48 graduates. A focus on retention, graduation and employment assists in accounting for positive graduation rate of around 100% of B.S. HSTM-SM students.*

Part 2. Recent Improvements and/or Achievements:

Recent improvements and/or achievements must be related to the previous assessment results, in particular, to any program-level student learning outcomes that were not achieved in the last assessment cycle. Please respond to the questions in the box below.

A. What was your program's Planned Use of Results to Improve Outcomes in your last HOMER report?

The immediate action plan of the Troy University BS HSTM faculty is to continue fostering a culture of assessment. It should be noted that the TROY HSTM faculty are committed to maintaining high standards; as such, there are several expectations that have not been met, yet have been improved from previous years. We will continue to strive for improvement in all aspects of the program.

B. What have you done to implement those plans during this current HOMER cycle?

The faculty reviewed SLOs, measures and benchmarks this year to ensure we are best capturing attainment of student learning outcomes and student productivity. Additionally, the faculty reviewed HSTM 4451 and 4445 to ensure online and Troy campus were being delivered in a similar fashion as the results were varied by location in the past academic cycle.

C. What improvement(s) or achievement(s) have you made as a result of implementing those plans? Documented continuous improvement in SLOS over several assessment periods.

Part 3: Program Goals, Educational Objectives, and Student Learning Outcomes (SLO):

Please state your program goal(s), *optional* educational objective(s), and student learning outcomes, as well as the measures and criteria used to assess each student learning outcome. Please also enter the assessment results for each of the SLOs and provide supporting evidence, including all locations where your program is offered. Replace the “Other” placeholder in the results column below with specific locations. Then make your decision, based on aggregate value, regarding whether you have met, exceeded, or failed to meet the expectation of each SLO. Indicate plans for use of assessment results to improve outcomes in the final column; these plans can address the aggregate decision or individual measures, as appropriate.

Note: Each program should identify four to eight program-level student learning outcomes which students should achieve upon completion of their program. Each SLO should have at least two measures, and at least one of these measures for each SLO must be a direct measure.

Program Goal(s):

The School of Hospitality, Sport and Tourism Management aims to provide students seeking careers in hospitality, sport and tourism industries a comprehensive perspective through an advanced curriculum which focuses on current industry practices, enhancing communication and people skills, and developing successful managers and administrators.

Program Student Learning Outcomes: (Add or delete rows as needed to cover all your SLOs and measures to be used)

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Meeting Expectation	Assessment Results: Total Number of Students Observed	Assessment Results: Percentage of Students Meeting Expectation	Decision & Use of Results to Improve Outcomes Indicate decision (failed to meet, met or exceeded expectation) and elaborate on the use of results to improve outcome(s).	
PROGRAM GOAL(S)	The School of Hospitality, Sport and Tourism Management aims to provide students seeking careers in hospitality, sport and tourism industries a comprehensive perspective through an advanced curriculum which focuses on current industry practices, enhancing communication and people skills, and developing successful managers and administrators.					
OBJECTIVE 1	To provide HSTM students with the necessary knowledge to make sound, informed managerial decisions.					
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.					
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
	1. HSTM 4443 Case Study Rubric	TROY	27	36	75%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation

Measure 1: 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study Exam.	(Direct Measure)	TROY Online	14	14	100%	<input type="checkbox"/> Exceeded expectation 1/2 measures indicated that the SLO was achieved, while 1 indicated students fell just below the standard with only 83% (up by 1% from 2016-2017) versus 85% achieved the standard. A subjective determination was made – faculty feel that with the historical improvements in this SLO combined with the small, 2% difference for Measure 2, and the high benchmark – that we are achieving this outcome.
		Total	41	50	82%	
Measure 2: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	2. HSTM 4499 Senior Capstone Project Rubric (Overall Total Project Scores) (Direct Measure)	TROY	16	22	72%	
		TROY Online	18	19	95%	
		Total	34	41	83%	
SLO 2	Students will be competent in applying marketing, financial and legal principles to HSTM industry.					
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
Measure 1: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	1. HSTM 4499 Senior Capstone Project Rubric (Overall Total Project Scores) (Direct Measure)	TROY	16	22	72%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 2/3 measures indicated that students achieved the SLO.
		TROY Online	18	19	95%	
		Total	34	41	83%	
Measure 2: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	2. HSTM 4499 Senior Capstone Project Rubric (Legal Information Scores) (Direct Measure)	TROY	22	22	100%	
		TROY Online	19	19	100%	
		Total	41	41	100%	

Measure 3: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	3. HSTM 4499 Senior Capstone Project Rubric (Financial Information Scores) (Direct Measure)	TROY	16	22	73%	
		TROY Online	19	19	100%	
		Total	35	41	85%	
SLO 3		Students will be able to comprehend and effectively analyze issues, make decisions, and form sound, well-based judgments.				
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
Measure 1: 90% will score 80% or higher on their supervisor evaluations.	1. Structured Internship (Indirect Measure)	TROY	12	13	92%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 2/2 measures indicated that students achieved the SLO.
		TROY Online	8	9	89%	
		Total	20	22	91%	
Measure 2: 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study Exam.	2. HSTM 4443 Case Study Rubric (Direct Measure)	TROY	27	36	75%	
		TROY Online	14	14	100%	
		Total	41	50	82%	
OBJECTIVE 2	To provide HSTM students opportunities to gain valuable experiences in using and applying technology and research in decision-making processes.					
SLO 4		Students will develop effective communication skills: oral, interpersonal, and written.				
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	#Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
	1. HSTM 4443 Case Study Rubric	TROY	27	36	75%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation

Measure 1: 80% will successfully complete or score 80% or higher on HSTM 4443 Final Case Study Exam.	(Direct Measure)	TROY Online	14	14	100%	<input type="checkbox"/> Exceeded expectation 2/3 measures indicated that students achieved the SLO.
		Total	41	50	82%	
Measure 2: 90% will score 80% or higher on their supervisor evaluations.	(Indirect Measure)	TROY	12	13	92%	
		TROY Online	8	9	89%	
		Total	20	22	91%	
Measure 3: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	(Overall Total Project Scores) (Direct Measure)	TROY	16	22	72%	
		TROY Online	18	19	95%	
		Total	34	41	83%	
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.				
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
Measure 1: 85% will be proficient or score 80% or higher on HSTM 4445 Senior Seminar Project.	1. HSTM 4445 Major Research Project (Direct Measure)	TROY	23	29	79%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 1/2 measures indicated that students achieved the SLO. It should be reiterated that Measure 1 did not meet the 85% benchmark, but did improve by 4% compared to last year. Additionally, Measure 2 met the benchmark and also, showed improvement by 3% from last year.
		TROY Online	20	26	77%	
		Total	43	55	78%	

						With the documented improvements, high benchmarks, use of multiple measures, the faculty made a subjective determination that this SLO is being achieved.
Measure 2: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	2. HSTM 4499 Senior Capstone Project Rubric (Overall Presentation Proficiency Scores) (Direct Measure)	TROY	18	22	81%	
		TROY Online	19	19	100%	
		Total	37	41	90%	
SLO 6	Students will be able to articulate their professional preparedness.					
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
Measure 1: 90% will score 70% or higher on their mock interview projects.	1. HSTM 4499 Mock Interview Projects (Indirect Measure)	TROY	21	22	95%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 2/3 measures indicated that students achieved the SLO.
		TROY Online	19	19	100%	
		Total	40	41	98%	
Measure 2: 85% will be proficient or score 80% or higher on HSTM 4499 Senior Seminar Project.	2. HSTM 4499 Senior Capstone Project Rubric (Overall Total Project Scores) (Direct Measure)	TROY	16	22	72%	
		TROY Online	18	19	95%	
		Total	34	41	83%	
	3. HSTM 4499 Resumes	TROY	21	22	95%	

Measure 3: 90% will score 70% or higher on the advanced resume project.	(Direct Measure)	TROY Online	19	19	100%	
		Total	40	41	98%	
OBJECTIVE 3	To provide students with a quality curriculum, thus enabling them to be successful after completion of the HSTM Degree.					
SLO 7	Students will be prepared for the sport management industry.					
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
Measure 1: Majority of reporting alumni will be working in sport industry positions.	Observation of HSTM Alumni Data @ https://www.troy.edu/hstm/alumni.html (Indirect Measure)	TROY	100	107	55%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 55% or majority of reporting alumni are currently working in sport industry; 13% are continuing education, and the remaining 32% are employed in an area that may be related to (e.g. account executives, sales, etc.) or out of discipline. **Of note, students who completed the M.S. degree are more likely to work "in industry" compared to those with the bachelor's degree. See M.S. OA Results.

Curriculum Map:

Please list in the left column any courses that you will use to assess the program student learning outcomes and put an X in the cell to the right of the course under a specific SLO that the course is used to assess. Alternatively, use of the letters “I” “D” “M” or “A” is appropriate to indicate the level of the student learning outcome (see the legend below the table).

Note: List all core or required courses and any elective courses to be used to assess the program student learning outcomes.

Course	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7
	HSTM 2201	I	I	I	I	I	I
HSTM 2255	A, I	I	I	I	I	A, I	D
HSTM 4430	I	D	D	D	D	D	D
HSTM 4435/85	I	A	D	D	D	D	D
HSTM 4440	I	D	D	I	D	D	D
HSTM 4443	D	D,M	D	D,M	D	D	D
HSTM 4445	I	D	D,A	D	A,D	D	D
HSTM 4450	I	D,M	D,M	D,M	D,M	D	D
HSTM 4451	I	D	D	D	D	D	D
HSTM 4452	I	D	D	A,D	D	D	D
HSTM 4453	I	D	D	D	D	D	D
HSTM 4455	I	D	D	D	D	D	D
HSTM 4460	D	D	D, M	D	D	D	D
HSTM 4470	D	D, M	D, M	D	D	D	D
HSTM 4490	D	A	A	A	M	D,M	D

HSTM 4499	D	D,M	D,M	D,M	A,D,M	A	D
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Note: Add rows if needed.

I=Basic or Introductory Level

D=Developing Level

M=Advanced Level (show mastery)

A = Point of Assessment

Summary Conclusions:

Please include any additional information deemed important to this HOMER report.

The B.S. in HSTM program continues to systematically assess SLOs. Over years of assessment, marked improvements have been determined and documented, indicating the program is developing and achieving its mission. For this academic cycle, 2017-2018, 7/7 SLOs were achieved.

ACADEMIC HOMER REPORT

Due Date: November 1, 2018

Reporting Period: Fall 2017 – Summer 2018 (1 year)

College: [College of Health and Human Services](#)

Department: [HSTM](#)

Program: [M. S. Sport Management](#)

Program Chair: [Dr. Anthony Dixon](#)

Responsible Person: [Dr. Fred Green](#)

Undergraduate

Graduate

Part 1. Program Overview:

Please give a general description of your program, including your program mission or purpose statement. A program mission describes the primary purpose, values, and philosophy of the educational program. It should be clear, concise, and meaningful, and it should include the purpose of the program, the students to be served, the academic environment, the curriculum's primary focus, and expected contributions to the community. A program mission should align with the University mission and goals and/or the mission and goals of the college. In addition to the program's general description and mission or purpose statement, a brief history of the program may be appropriate.

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About the Program:

Accreditation Statement: The M.S. Sport Management is currently seeking reaffirmation of accreditation from the Commission on Sport Management Accreditation.

Curriculum Committee Members: Drs. Robert Mathner, Fred Green (Chair of M.S. Sport Management), Win Koo, Christina Martin, Andrew Goldsmith, Michael Carroll (TROY Online Coordinator), Packinathan Chelladurai, Minkil Kim.

Curriculum Committee Meeting Dates: 2/1/18, 11/6/17, & 8/10/17

Dashboard Data

Total Number of 2017-2018 Graduates	Average: 45
Total Number of Full-time, Tenured or Tenure Track Faculty	9
Total Number of Part Time/Adjunct Faculty	5
Average Salary of 2017-2018 Graduates	Range: \$17,000 to \$75,000; Average: \$44,000

Elaborate on the retention strategies and outcomes for your academic program: The primary retention strategy employed by the School of HSTM centers on relationship building. The HSTM faculty are committed to providing students with a high quality curriculum in a high touch manner. Faculty actively engage in the advising, mentoring and professorial roles both in and out of the classrooms. This approach has enabled the School of HSTM programs to grow enrollments, retain and graduate students, and enhance alumni engagement.

The observed enrollment data for AYs 2016-2017 and 2017-2018 indicated

1. B.S. HSTM – New enrollments by year = 342 to 348 students
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3. B.S HSTM – HM New enrollments by year = 103 to 129 students
4. M.S. SFM – New enrollments by year = 93 to 104 students
5. Ph.D. – SM – New enrollments by year = 23 to 30 students

In reviewing the past two academic years, the Troy B.S. HSTM-SM program saw a 1.75% in enrollment growth; the B.S. HSTM-TM saw a 71.43% growth; the B.S. HSTM-HM saw a 25.24% growth; the M.S. in Sport Management saw an 11.83% in growth; the Ph.D. in Sport Management saw a 30.43% in growth.

***In the past two academic years, 2016-2017 and 2017-2018, the Troy University M.S. SM program has averaged 98 “new starts” each year. On average, the M.S. SM program has 45 graduates per year. A focus on retention, graduation and employment assists in accounting for graduation rate of approximately 46% within the expected time frame of 4 academic semesters.*

Part 2. Recent Improvements and/or Achievements:

Recent improvements and/or achievements must be related to the previous assessment results, in particular, to any program-level student learning outcomes that were not achieved in the last assessment cycle. Please respond to the questions in the box below.

A. What was your program's Planned Use of Results to Improve Outcomes in your last HOMER report?

Last assessment cycle, 2015-2017 all SLOs were achieved. As such, the faculty committed to maintaining a culture of assessment.

B. What have you done to implement those plans during this current HOMER cycle?

We continued to systematically assess all outcomes.

C. What improvement(s) or achievement(s) have you made as a result of implementing those plans?

For this cycle, 3/5 SLOs were achieved, where as historically, the M.S. Sport Management outcomes have been attained. As such, the discrepancies are seemingly isolated to location and course delivery differences. These are being evaluated by the faculty.

Part 3: Program Goals, Educational Objectives, and Student Learning Outcomes (SLO):

Please state your program goal(s), *optional* educational objective(s), and student learning outcomes, as well as the measures and criteria used to assess each student learning outcome. Please also enter the assessment results for each of the SLOs and provide supporting evidence, including all locations where your program is offered. Replace the “Other” placeholder in the results column below with specific locations. Then make your decision, based on aggregate value, regarding whether you have met, exceeded, or failed to meet the expectation of each SLO. Indicate plans for use of assessment results to improve outcomes in the final column; these plans can address the aggregate decision or individual measures, as appropriate.

Note: Each program should identify four to eight program-level student learning outcomes which students should achieve upon completion of their program. Each SLO should have at least two measures, and at least one of these measures for each SLO must be a direct measure.

Program Goal(s): (Also indicate which SLOs are related to each goal)

1. The purpose of the MSSM program is to provide graduates knowledge, skills, and attitudes necessary to engage in the successful practice of management in a variety of settings.

Program Student Learning Outcomes: (*Add or delete rows as needed to cover all your SLOs and measures to be used*)

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Meeting Expectation	Assessment Results: Total Number of Students Observed	Assessment Results: Percentage of Students Meeting Expectation	Decision & Use of Results to Improve Outcomes Indicate decision (failed to meet, met or exceeded expectation) and elaborate on the use of results to improve outcome(s).	
PROGRAM GOAL(S)	1. The purpose of the MSSM program is to provide graduates knowledge, skills, and attitudes necessary to engage in the successful practice of management in a variety of settings.					
OBJECTIVE 1	To provide students with opportunities for an exceptional fundamental education, service learning experiences, and exposure in related industries for career preparation.					
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.					
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes <input checked="" type="checkbox"/> Failed to meet expectation <input type="checkbox"/> Met expectation
		TROY	11	12	92%	

Measure 1: 85% will score 75% or higher on the graduate comprehensive examination on the first attempt	1. Graduate Comprehensive Examination (Direct Measure)	TROY Online	9	20	45%	<input type="checkbox"/> Exceeded expectation 1/2 measures indicated that the SLO was achieved. The first attempt pass rate differed greatly between the TROY and TROY Online locations. As such, the plans of action include: <ol style="list-style-type: none"> 1. Ensuring that we are evaluating first attempts rather than any attempts afterwards when reporting for this SLO. 2. Evaluating the use of consistent graders; these are graded by all faculty – each comprehensive exam utilizes two graders. But, perhaps TROY and TROY Online utilize graders that are primarily teaching at those locations.
		Total	20	32	63%	
Measure 2: 90% will score 80% or higher on their supervisor evaluations	2. Structured Internship Evaluation (Indirect Measure)	TROY	7	7	100%	
		TROY Online	0	0	0%	
		Total	7	7	100%	
SLO 2		Students will recognize the importance of professional and ethical obligations, cultivating an <u>advanced</u> understanding of global awareness and diversity.				
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
Measure 1: 90% will score 80% or higher on their supervisor evaluations	1. Structured Internship Evaluation (Indirect Measure)	TROY	7	7	100%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 2/2 measures indicated the SLO was achieved.
		TROY Online	0	0	0%	
		Total	7	7	100%	
		TROY	0	0	0%	

Measure 2: 85% will score 80% or higher on the SFM 6673 major project	2. IRB Certificate (Direct Measure)	TROY Online	8	9	89%	
		Total	8	9	89%	
OBJECTIVE 2	To provide students with a basic appreciation and understanding of the importance of scholarly research and its processes.					
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.					
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
Measure 1: 80% of sport management majors will score 80% or higher on the SFM 6617 major project	1. SFM 6617 Major Project (Direct Measure)	TROY	7	8	88%	<input checked="" type="checkbox"/> Failed to meet expectation <input type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 2/4 measures indicated that the SLO was achieved. Additionally, the TROY campus data indicated that the SLO was achieved. Data stemming from the TROY Online 6691 Major Project differed so greatly, accounting for the failure of this SLO. Although these results indicated this SLO was not achieved, 71% or 35/49 students indicated achievement of the SLO. Course delivery differences are being evaluated.
		TROY Online	7	8	88%	
		Total	14	16	88%	
Measure 2: 80% will score 80% or higher on SFM 6691 Major Project	2. SFM 6691 Major Project (Direct Measure)	TROY	4	4	100%	
		TROY Online	6	12	50%	
		Total	10	16	62.5%	
Measure 3: 90% will pass thesis requirements.	3. Thesis Evaluation (Indirect Measure)	TROY	1	1	100%	
		TROY Online	0	0	0	
		Total	1	1	100%	

Measure 4: 90% will score 80% or higher on SFM 6691 Research Presentations	4. SFM 6691 Research Presentations (Direct Measure)	TROY	4	4	100%	
		TROY Online	6	12	50%	
		Total	10	16	62.5%	
SLO 4		Students will be able to articulate their professional preparedness through scholarly and practical research assignments.				
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
Measure 1: 80% will score 80% or higher on SFM 6617 Major Project	1. SFM 6617 Major Project (Direct Measure)	TROY	7	8	88%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 2/2 measures indicated the SLO was achieved.
		TROY Online	7	8	88%	
		Total	14	16	88%	
Measure 2: 90% will score 80% or higher on their supervisor evaluations	2. Structured Internship Evaluation (Indirect Measure)	TROY	7	7	100%	
		TROY Online	0	0	0%	
		Total	7	7	100%	
OBJECTIVE 3		To provide students with a quality curriculum, thus enabling them to be successful after completion of the MSSM Degree.				
SLO 5		Students will be prepared to fulfill <u>advanced</u> positions in the sport management industry.				
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
Measure 1: Majority of reporting alumni	Observation of HSTM Alumni Data @ https://www.troy.edu/hstm/alumni.html	TROY	41	47	87%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation

will be working in sport industry positions.	(Indirect Measure)					87% or majority of reporting M.S. alumni are currently working in sport industry; 2% are continuing education, and the remaining 11% are working in an area that may be related to or out of discipline.
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Curriculum Map:

Please list in the left column any courses that you will use to assess the program student learning outcomes and put an X in the cell to the right of the course under a specific SLO that the course is used to assess. Alternatively, use of the letters “I” “D” “M” or “A” is appropriate to indicate the level of the student learning outcome (see the legend below the table).

Note: List all core or required courses and any elective courses to be used to assess the program student learning outcomes.

Course	Program Student Learning Outcome (SLO)				
	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
SFM 6600	I	I	I,D	I	I
SFM 6604	I	D	D	D	I
SFM 6617	I	D	A,D	A,D	D
SFM 6691	A, I	A	A,D	A,D	D
IRB Certificate	I	A, D	D	D	D

Note: Add rows if needed.

I=Basic or Introductory Level

D=Developing Level

M=Advanced Level (show mastery)

A = Point of Assessment

Summary Conclusions:

Please include any additional information deemed important to this HOMER report.

3/5 SLOs were achieved. Location and course delivery differences are being evaluated – as the differences seem to be isolated to delivery issues rather than content issues.

ACADEMIC HOMER REPORT

Due Date: November 1, 2018

Reporting Period: Fall 2017 – Summer 2018 (1 year)

College: [College of Health and Human Services](#)

Department: [HSTM](#)

Program: [M. S. Sport Management](#)

Program Chair: [Dr. Anthony Dixon](#)

Responsible Person: [Dr. Win Koo](#)

Undergraduate

Graduate

Part 1. Program Overview:

Please give a general description of your program, including your program mission or purpose statement. A program mission describes the primary purpose, values, and philosophy of the educational program. It should be clear, concise, and meaningful, and it should include the purpose of the program, the students to be served, the academic environment, the curriculum's primary focus, and expected contributions to the community. A program mission should align with the University mission and goals and/or the mission and goals of the college. In addition to the program's general description and mission or purpose statement, a brief history of the program may be appropriate.

Mission Statement: The mission of the School of Hospitality, Sport, and 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.

Mission of the Program: The mission of the program is to prepare the graduate with a broad range of sport management-related positions to include, but not limited to higher education, research, professional or amateur athletics, and professional sport industry.

About the Program: Our Ph.D. program in Sport Management is the first to be offered online in the United States. The online format provides a high level of accessibility and flexibility to best serve the working sport practitioner who desires a Ph.D. in Sport Management. The program concentrates on developing students to generate the research, critical thinking and teaching skills necessary for them to be successful in the sport industry and higher education. Among the sport management faculty, teaching excellence is the standard and providing an outstanding learning and research experience to the student is the priority.

Accreditation Statement: The Ph.D. Sport Management program is currently seeking accreditation from the Commission on Sport Management Accreditation.

Curriculum Committee Members: Drs. Robert Mathner, Fred Green, Win Koo (Ph.D. SM Coordinator), Christina Martin, Andrew Goldsmith, Michael Carroll (TROY Online Coordinator), Packinathan Chelladurai, Minkil Kim.

Curriculum Committee Meeting Dates: 2/1/18, 11/6/17, & 8/10/17

Dashboard Data

Total Number of 2017-2018 Graduates	2
Total Number of Full-time, Tenured or Tenure Track Faculty	9
Total Number of Part Time/Adjunct Faculty	0
Average Salary of 2017-2018 Graduates	\$52,000 – 10 month

Elaborate on the retention strategies and outcomes for your academic program:

Elaborate on the retention strategies and outcomes for your academic program: The primary retention strategy employed by the School of HSTM centers on relationship building. The HSTM faculty are committed to providing students with a high quality curriculum in a high touch manner. Faculty actively engage in the advising, mentoring and professorial roles both in and out of the classrooms. This approach has enabled the School of HSTM programs to grow enrollments, retain and graduate students, and enhance alumni engagement.

The observed enrollment data for AYs 2016-2017 and 2017-2018 indicated

1. B.S. HSTM – New enrollments by year = 342 to 348 students
2. B.S. HSTM – TM New enrollments by year = 21 to 36 students
3. B.S. HSTM – HM New enrollments by year = 103 to 129 students
4. M.S. SM – New enrollments by year = 93 to 104 students
5. Ph.D. – SM – New enrollments by year = 23 to 30 students

In reviewing the past two academic years, the Troy B.S. HSTM-SM program saw a 1.75% in enrollment growth; the B.S. HSTM-TM saw a 71.43% growth; the B.S. HSTM-HM saw a 25.24% growth; the M.S. in Sport Management saw an 11.83% in growth; the Ph.D. in Sport Management saw a 30.43% in growth.

Part 2. Recent Improvements and/or Achievements:

Recent improvements and/or achievements must be related to the previous assessment results, in particular, to any program-level student learning outcomes that were not achieved in the last assessment cycle. Please respond to the questions in the box below.

A. What was your program's Planned Use of Results to Improve Outcomes in your last HOMER report?

All SLOs were achieved in the last assessment cycle. As such, the faculty committed to maintaining a culture of assessment. Not related to assessment results, but related to student feedback, there were changes in the statistics/research requirements that were implemented; another statistics course that is dedicated to doctoral level students was added to the requirements – SFM 8835.

B. What have you done to implement those plans during this current HOMER cycle?

The faculty have remained committed to systematic assessment of the Ph.D. Program.

C. What improvement(s) or achievement(s) have you made as a result of implementing those plans?

- 8/8 SLOs were achieved indicating the program is achieving its mission, goals and objectives.
- A total of 31 doctoral students, including 9 new students admitted in the academic year of 2017-2018, are currently enrolled in our Ph.D. Sport Management Program.
- 2 students from the first cohort graduated and 3 students from the first cohort will graduate in fall 2018.
- 1 student accepted an Assistant Professor position in fall 2017 and 1 student accepted an adjunct faculty position beginning fall 2018; both of these positions were the desired positions for the graduates.
- Doctoral students reported having a total of two publications and eight international/national professional presentations for AY 2017-2018.

Part 3: Program Goals, Educational Objectives, and Student Learning Outcomes (SLO):

Please state your program goal(s), *optional* educational objective(s), and student learning outcomes, as well as the measures and criteria used to assess each student learning outcome. Please also enter the assessment results for each of the SLOs and provide supporting evidence, including all locations where your program is offered. Replace the “Other” placeholder in the results column below with specific locations. Then make your decision, based on aggregate value, regarding whether you have met, exceeded, or failed to meet the expectation of each SLO. Indicate plans for use of assessment results to improve outcomes in the final column; these plans can address the aggregate decision or individual measures, as appropriate.

Note: Each program should identify four to eight program-level student learning outcomes which students should achieve upon completion of their program. Each SLO should have at least two measures, and at least one of these measures for each SLO must be a direct measure.

Program Goal(s):

The program aims to provide a comprehensive curriculum with an area of specialization to prepare a sport manager practitioner or academician to:

1. Demonstrate the ability to conduct research related to the sport industry.
2. Analyze, evaluate, and implement solutions to complex sport issues, to prepare innovators and leaders in the field of sport management.
3. Support the dissemination of scholarly and practical research and knowledge in the behavioral sciences.
4. Demonstrate teaching and research skills needed for success in professional sport management roles.

Program Student Learning Outcomes:

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Meeting Expectation		Assessment Results: Total Number of Students Observed	Assessment Results: Percentage of Students Meeting Expectation	Decision & Use of Results to Improve Outcomes Indicate decision (failed to meet, met or exceeded expectation) and elaborate on the use of results to improve outcome(s).
SLO 1	Demonstrate knowledge from core and specialized areas of study in the curriculum.					
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes <input type="checkbox"/> Failed to meet expectation

90% of doctoral candidates will successfully defend their dissertation	HSTM 8860 Dissertation Pass with Distinction/P/F Committee Form	TROY Online	2	2	100%	<input type="checkbox"/> Met expectation <input checked="" type="checkbox"/> Exceeded expectation 3/3 measures at 100% attainment indicated the SLO exceeded the expectation.
90% of students will successfully pass their comprehensive exams.	Comprehensive Exams Pass with distinction/P/F Committee Form	TROY Online	5	5	100%	
90% of students will successfully propose their dissertation topic.	Committee Form P/F	TROY Online	5	5	100%	
SLO 2 Identify essential teaching strategies for success in the sport management education environment.						
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
90% of doctoral candidates will successfully defend their dissertation	HSTM 8860 Dissertation P/F Committee Form	TROY Online	2	2	100%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 2/3 measures indicated the SLO was achieved.
90% of students will complete HSTM 8822 Major Project with 80% or better	HSTM 8822 Major Project Rubric	TROY Online	9	11	81%	
90% of students will complete HSTM 8816 Major Project with 80% or better	HSTM 8816 Major Project Rubric	TROY Online	11	11	100%	

SLO 3						
Effectively express complex concepts both orally and in writing.						
CRITERIA	MEASURE	LOCATION	# Meeting Expectation	# Observed	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
90% of doctoral candidates will successfully defend their dissertation	HSTM 8860 Dissertation P/F Committee Form	TROY Online	2	2	100%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 1/2 measures indicated the SLO was achieved. The differences are isolated to a single course; the delivery of this course is being reviewed. Given that the issue is isolated to a single course, coupled with the fact that multiple faculty members are reviewing dissertation progress compared to a single assessor in a class, the faculty feel this SLO is being achieved. Additionally, the determination is made considering the success that students have had in professionally presenting and publishing their scholarly work. Doctoral students reported having a total of two publications and eight international/national professional presentations for AY 2017-2018.
90% of students will complete HSTM 8803 Major Project with 80% or better	HSTM 8803 Major Project Rubric	TROY Online	2	5	40%	
SLO 4						
Effectively interpret sport management research studies.						
CRITERIA	MEASURE	LOCATION	# Observed	# Meeting Expectation	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
90% of doctoral candidates will successfully defend their dissertation	HSTM 8860 Dissertation P/F Committee Form	TROY Online	2	2	100%	<input type="checkbox"/> Failed to meet expectation <input type="checkbox"/> Met expectation <input checked="" type="checkbox"/> Exceeded expectation 2/2 measures at 100% attainment indicated the SLO exceeded the expectation.
90% of students will complete HSTM 8810 Major Project with 80% or better	HSTM 8810 Major Project Rubric	TROY Online	12	12	100%	
SLO 5						
Apply sport management knowledge to the solution of complex sport management issues, with demonstration of sensitivity to crucial, controversial sport issues.						
CRITERIA	MEASURE	LOCATION	# Observed	# Meeting Expectation	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
						<input type="checkbox"/> Failed to meet expectation

90% of doctoral candidates will successfully defend their dissertation	HSTM 8860 Dissertation P/F Committee Form	TROY Online	2	2	100%	<input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 2/3 measures indicated the SLO was achieved.
90% of students will complete HSTM 8803 Major Project with 80% or better	HSTM 8803 Major Project Rubric	TROY Online	2	5	40%	
90% of students will complete HSTM 8810 Major Project with 80% or better	HSTM 8810 Major Project Rubric	TROY Online	12	12	100%	
SLO 6	Analyze and apply sport management principles, approaches and rationales to current sport management cases.					
CRITERIA	MEASURE	LOCATION	# Observed	# Meeting Expectation	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
90% of doctoral candidates will successfully defend their dissertation	HSTM 8860 Dissertation P/F Committee Form	TROY Online	2	2	100%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 2/3 measures indicated the SLO was achieved.
90% of students will complete HSTM 8810 Major Project with 80% or better	HSTM 8810 Major Project Rubric	TROY Online	12	12	100%	
90% of students will complete HSTM 8803 Major Project with 80% or better	HSTM 8803 Major Project Rubric	TROY Online	2	5	40%	
SLO7	Organize and plan programs of service designed to meet local, state, regional, national and/or international needs.					

CRITERIA	MEASURE	LOCATION	# Observed	# Meeting Expectation	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
90% of doctoral candidates will successfully defend their dissertation	HSTM 8860 Dissertation P/F Committee Form	TROY Online	2	2	100	<input type="checkbox"/> Failed to meet expectation <input type="checkbox"/> Met expectation <input checked="" type="checkbox"/> Exceeded expectation 2/2 measures indicated the SLO was achieved.
90% of students will complete HSTM 8812 Major Project with 80% or better	HSTM 8812 Major Project Rubric	TROY Online	6	6	100	
SLO 8 Prepare research within the field of sport management for presentation and publication.						
CRITERIA	MEASURE	LOCATION	# Observed	# Meeting Expectation	% Meeting Expectation	Decision & Use of Results to Improve Outcomes
90% of doctoral candidates will successfully defend their dissertation	HSTM 8860 Dissertation P/F Committee Form	TROY Online	2	2	100%	<input type="checkbox"/> Failed to meet expectation <input checked="" type="checkbox"/> Met expectation <input type="checkbox"/> Exceeded expectation 1/2 measures indicated the SLO was achieved. The differences are isolated to a single course; the delivery of this course is being reviewed. Given that the issue is isolated to a single course, coupled with the fact that multiple faculty members are reviewing dissertation progress compared to a single assessor in a class, the faculty feel this SLO is being achieved. Additionally, the determination is made considering the success that students have had in professionally presenting and publishing their scholarly work. Doctoral students reported having a total of two publications and eight international/national professional presentations for AY 2017-2018.
90% of students will complete HSTM 8803 Major Project with 80% or better	HSTM 8803 Major Project Rubric	TROY Online	2	5	40%	

Curriculum Map:

Please list in the left column any courses that you will use to assess the program student learning outcomes and put an X in the cell to the right of the course under a specific SLO that the course is used to assess. Alternatively, use of the letters “I” “D” “M” or “A” is appropriate to indicate the level of the student learning outcome (see the legend below the table).

Note: List all core or required courses and any elective courses to be used to assess the program student learning outcomes.

Course	Program Student Learning Outcome (SLO)							
	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
SFM 8812	I		D	D	D	D	D	D
SFM 8814	I		D	D	D	D		D
SFM 8816	I	D	D	D	D	D		D
SFM 8820	I		D	D	D	D		D
SFM 8822	I	D, M	D	D	D	D		D
SFM 8803	I		D, M	D	D	D		D, M
SFM 8810	I		D, M	D	D	D		D, M
SFM 8835	D		D, M	D	D	D		D, M
SFM 8860	M	M	M	M	M	M	M	M

Note: Add rows if needed.

I=Basic or Introductory Level

D=Developing Level

M=Advanced Level (show mastery)

A = Point of Assessment

Summary Conclusions:

Please include any additional information deemed important to this HOMER report.

8/8 SLOs were achieved indicating that the program is achieving its mission, goals and objectives.