

# COSMA Annual Report 2019-20

## U.S. and non-U.S.-based Programs

### *General Information*

Institution's Name:	East Stroudsburg University of Pennsylvania				
Program(s)/Degree(s):	Bachelor of Science in Sport Management Master of Science in Sport Management Master of Science in Management & Leadership Sport Management				
Address:	200 Prospect St.				
City:	East Stroudsburg	State:	PA	ZIP/Postal Code:	18301
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**BS 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. Identify the managerial functions required of sport managers and implement these functions in a contemporary sport setting.					
<i>Measure 1.1.</i> SMGT 201 Written Assignment (direct)	70% of students assessed will meet 80% grades.	39	31	79%	Meets expectation
<i>Measure 1.2.</i> SMGT 445 Event planning (direct)	70% of students assessed will meet 80% grades.	38	34	89%	Meets expectation
<i>Measure 1.3.</i> Senior survey Item 3-a (indirect)	80% of students will get strongly agree or agree on the Item 3-a.	18	17	94%	Exceeds expectation
<i>Measure 1.4.</i> Internship site supervisor evaluation (indirect)	80% of students will receive A grade (“Excellent”) from final evaluation.	20	17	85%	Meets expectation
SLO 2. Demonstrate oral and written communication skills required of professionals in the sport industry.					
<i>Measure 2.1.</i> SMGT 304 Historical figure paper & presentation (direct)	70% of students assessed will meet 80% grades.	57	46	80%	Meets expectation
<i>Measure 2.2.</i> SMGT 347 Memorandum (direct)	70% of students assessed will meet 80% grades.	46	42	91%	Exceeds expectation
<i>Measure 2.3.</i> Senior survey Item 3-b/c (indirect)	80% of students will get strongly agree or agree on the Item 3-b/c.	18	17	94%	Exceeds expectation
SLO 3 Critique and evaluate sport-related resources and provide practical application to various contexts of sport.					
<i>Measure 3.1.</i> SMGT 408 Financial analysis (direct)	70% of students assessed will meet 80% grades.	47	42	89%	Meets expectation

<i>Measure 3.2.</i> SMGT 447 Facility analysis (direct)	70% of students assessed will meet 80% grades.	44	44	100%	Exceeds expectation
<i>Measure 3.3.</i> Senior survey Item 3-d (indirect)	80% of students will get strongly agree or agree on the Item 3-d.	18	15	83%	Meets expectation
SLO 4. Utilize critical thinking skills to address issues confronting professionals in sport management.					
<i>Measure 4.1.</i> SMGT 302 Individual online discussion (direct)	70% of students assessed will meet 80% grades.	48	36	75%	Meets expectation
<i>Measure 4.2.</i> SMGT 440 Research Idea Statement (direct)	70% of students assessed will meet 80% grades.	39	35	89%	Meets expectation
<i>Measure 4.3.</i> Senior survey Item 3-e (indirect)	80% of students will get strongly agree or agree on the Item 3-e.	18	18	100%	Exceeds expectation
SLO 5. Examine ethical issues and the impact of global diversity in the sport culture.					
<i>Measure 5.1.</i> SMGT 302 Reaction Paper (direct)	70% of students assessed will meet 80% grades.	48	33	68%	Does not meet expectation**
<i>Measure 5.2.</i> SMGT 405 International sport project (direct)	70% of students assessed will meet 80% grades.	14	14	100%	Exceeds expectation
<i>Measure 5.3.</i> Internship site supervisor evaluation Item b6a & b6b (indirect)	80% of students will get 3 or higher score (4- item scale) on the Item b6a & b6b.	20	19	95%	Exceeds expectation
<i>Measure 5.4.</i> Senior survey Item 3-f/g (indirect)	80% of students will get strongly agree or agree on the Item 3-f/g.	18	16	88%	Meets expectation
<p><b>**Explanation of course action for intended outcomes not realized:</b></p> <p><i>For Measure 5.1., students who failed to meet the 80% threshold (14 students in fall 2019, 1 student in spring 2020) had a lack of writing techniques and were not able to connect the essay with concepts and theories discussed in class. Faculty provided more detailed explanations in class and helped students develop writing outlines; as a result, 18 students out of 19 in spring 2020 met 80% threshold in SMGT 302 Reaction paper measure.</i></p> <p><i>All other direct and indirect measures assessed during 2019-2020 academic year either met expectations or exceeded expectations.</i></p>					

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.*

**Master's Degree 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
<b>SLO 1. Illustrate knowledge of managerial principles required of sport managers in a contemporary sport setting.</b>					
<i>Measure 1.1.</i> SMGT 547 Financial analysis (direct)	70% of students assessed will meet 80% grades.	13	13	100%	Exceeds expectation
<i>Measure 1.2.</i> Internship site supervisor evaluation (indirect)	80% of students will receive A grade (Excellent) from final evaluation.	6	6	100%	Exceeds expectation
<i>Measure 1.3.</i> Graduating student survey Item 3-a (indirect)	80% of students will get strongly agree or agree on the selective item.	9	9	100%	Exceeds expectation
<b>SLO 2. Develop sport industry vernacular and professional oral and written communication skills when interacting in the workplace.</b>					
<i>Measure 2.1.</i> SMGT 548 Article Presentation (direct)	70% of students assessed will meet 80% grades.	9	9	100%	Exceeds expectation
<i>Measure 2.2.</i> SMGT 547 Article critique (direct)	70% of students assessed will meet 80% grades.	13	12	92%	Exceeds expectation
<i>Measure 2.3.</i> Graduating student survey Item 3-b/c	80% of students will get strongly agree or agree on the selective item.	9	8	88%	Exceeds expectation
<b>SLO 3. Evaluate and synthesize best practices and research methods used by professionals in the sport industry.</b>					
<i>Measure 3.1.</i> SMGT 570 Poster presentation (direct)	70% of students assessed will meet 80% grades.	15	13	86%	Meets expectation

<i>Measure 3.2.</i> SMGT 549 Law case presentation (direct)	70% of students assessed will meet 80% grades.	13	13	100%	Exceeds expectation
<i>Measure 3.3.</i> Graduating student survey Item 3-d/e	80% of students will get strongly agree or agree on the selective item.	9	8	88%	Meets expectation
<b>SLO 4. Formulate critical thinking skills to interpret and solve issues confronting professionals in sport management.</b>					
<i>Measure 4.1.</i> SMGT 549 Risk management portfolio (direct)	70% of students assessed will meet 80% grades.	13	13	100%	Exceeds expectation
<i>Measure 4.2.</i> SMGT 548 Marketing plan project (direct)	70% of students assessed will meet 80% grades.	12	12	100%	Exceeds expectation
<i>Measure 4.3.</i> Graduating student survey Item 3-f	80% of students will get strongly agree or agree on the selective item.	9	9	100%	Exceeds expectation
<p><b>**Explanation of course action for intended outcomes not realized:</b></p> <p><i>All direct and indirect measures indicated that the program exceeded or met expectations for 2019-20 year.</i></p>					

*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.*

## Program-Level Operational Effectiveness Goals Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1. Cultivate an environment of academic advancement that prepares students for professional application.			
<i>Measure 1.</i> In-class service learning project	Sport Management majors participate in at least one service learning project through one or more of their Sport Management major courses.	Sport Management students in SMT 445 O&A and SMT 409 Sport Marketing participated in service-learning projects with the RailRiders, Penguins, Special Olympics, and ESU Rec Center during 2019-2020 academic year.	Exceeds expectation
<i>Measure 2.</i> Guest Speaker Series	Multiple sport management courses offer students opportunities to meet industry professionals in classroom either in-class or online conference. Minimum of three speakers present per a year.	Six industry professional speakers (Liz Johnson, Dominique Scott, Derek Garman, Alicia Marinelli, Marquise Watson, and Eric Bohem) presented in-class or online in Sport Management courses during 2019-2020 academic year.	Exceeds expectation
OEG 2. Recruit, hire, and retain high quality and diverse faculty.			
<i>Measure 1.</i> Faculty hiring	When recruiting a new sport management faculty, the pool will consist of minimum of 15 qualified and diverse candidates.	Did not have any faculty search during 2019-2020 academic year.	Insufficient data
<i>Measure 2.</i> Program exit surveys	Average score from the item, "Overall quality of faculty members" of the exit survey is higher than 4.0 (on a 5 point scale).	Average score on the item, "Overall quality of faculty" of the exit survey was 4.13 (n=15)	Meets expectation
<i>Measure 3.</i> Faculty professional development	Evidence of supporting resources for faculty professional development.	Supported travel funding for faculty to present and attend the EASM (\$600), SMA (\$1,000) and COSMA (\$2,271) annual conferences.	Exceeds expectation
OEG 3. Enhance program recognition both in the local community and on the national level.			
<i>Measure 1.</i> Faculty and student Presentation	Sport Management faculty and student present their research or teaching projects at the regional/national conference.	Faculty and students presented research and teaching projects at the 2019 EASM (1 oral presentation), 2019 SMA	Exceeds expectation

		(1 oral presentation), and 2020 COSMA (1 oral presentation) conferences.	
<i>Measure 2. ESU Student Research Symposium</i>	Sport Management students will be presenting their projects at the annual ESU Student Research Symposium (SRS).	2020 ESU Student Research Symposium was canceled due to COVID-19 pandemic.	Insufficient data
<i>Measure 3. Social media engagement</i>	Department actively manage and engage in social media activity through Twitter, Instagram, and Facebook.	Department continues to be very active on social media such as Twitter (@esumgt), Instagram (@esu_smgmt), LinkedIn, and Facebook (ESU Alumni close group).	Exceeds expectation
<i>Measure 4. Program newsletter</i>	Department publish e-newsletter every fall and spring semester and share it internally and externally.	Department published fall 2019 and spring 2020 e-newsletters and distributed hard copies to the campus community and digitally via social media.	Meet expectation
<b>OEG 4. Foster lasting partnerships with industry professionals through alumni and student engagement.</b>			
<i>Measure 1. SCORE (Sport Careers: Opportunity, Recruitment, and Employment) Symposium</i>	Department hosts annual SCORE Symposium by inviting multiple industry professionals to engage with current students. Students get opportunities to interact with professionals to foster relationships.	Department planned to host the 2020 SCORE Symposium on April 16, featuring 6 guest presenters from sport industry. Six speakers confirmed their attendance but unfortunately the symposium was canceled due to COVID-19 pandemic.	Insufficient data
<i>Measure 2. Field trips</i>	Department and SMGT Club arrange two field trips to sporting event/facilities per year, providing students opportunity to tour the facility and meet executive members of sport organizations.	Department and the SMGT club made three field trips in 2019-20 year: SWB RailRiders, WBS Penguins, New Jersey Devils games.	Exceeds expectation
<b><i>**Explanation of course action for intended outcomes not realized:</i></b>  <i>All Operational Effectiveness Goals in 2019-2020 academic year were accomplished except the events that had to be canceled due to COVID-19 pandemic. Events affected included the Student Research Symposium and SCORE symposium scheduled in spring 2020 semester. Despite cancelations, students successfully completed their research projects within SMGT 346, SMGT 440, and SMGT 513 online and the SCORE Symposium had six industry professionals committed to present.</i>			

*Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.*



## 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: East Stroudsburg University of Pennsylvania

Program Accrerator: Pennsylvania State System of Higher Education (PASSHE)

Institutional Accrerator: Commission on Higher Education of the Middle States Association of Colleges and Schools

Date of Next Comprehensive Program Accreditation Review: May 2022

Date of Next Comprehensive Institutional Accreditation Review: 2025-2026

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

### Program Context and Mission

#### Program Mission:

The Department of Sport Management supports the University's mission by providing challenging and contemporary undergraduate and graduate curricula that engage and equip students to critically appraise and apply knowledge in their lives and chosen fields of study through coursework that emphasizes the fundamental elements of sport industry.

#### Program Goals:

##### **B.S. in Sport Management Program Broad Based Goals**

1. Provide curriculum that ensures student expertise in fundamental concepts of Sport Management, and core disciplines within the field.
2. Development of necessary practical and analytical skills to create higher order learning (critical thinking, problem-solving, analysis) and interpersonal skills.
3. Development of cultural growth through professional ethics, diversity and global awareness.
4. Integration of theory and practice through meaningful experiences.
5. Offer opportunities for life-long learning, enriching students and fostering leaders who contribute to educational, cultural, and economic aspects of society.

##### **Graduate Sport Management Program Broad-Based Goals**

1. Provide curriculum that ensures student proficiency in specialized disciplines within Sport Management.
2. Expansion of required skillsets, including practical, analytical, interpersonal and professional, utilizing higher order levels of thinking.
3. Advancement of professional ethics and cultural growth through diversity and global awareness.
4. Application of theory and practice through meaningful experiences.
5. Support life-long learning, by advanced enrichment of professional leaders who contribute to educational, cultural, and economic aspects of society.

Brief Description of Student Population:

**Undergraduate Enrollment in SMGT programs**

	SMGT Majors	SMGT Minors	Athletic Coaching Minors	Sport Psychology Minors
Fall 2019	196	15	14	20
Spring 2020	165	14	15	29

**Graduate Enrollment in SMGT programs**

	MS SMGT	MS Management Leadership SMGT
Fall 2019	10	4
Spring 2020	11	3

Admissions Requirements: To be admitted to sport management major, students must have a minimum GPA of 2.50.

**Indicators of Effectiveness with Undergraduates As Determined by the Program**

1. Graduation

Year: 2019-20 # of Graduates: 44

Graduation Rate: 22.8% (4 year); 35.1% (5 year); 38.6% (6 year)

*Graduation Rate is calculated using the number of SMGT-BS completers from the initial Fall 2014 SMGT cohort divided by the number of Fall 2014 Freeze SMGT-BS First Time Full Time Degree seeking cohort*

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

# of Students Surveyed: NA # Completing Goal: NA

3. Average Time to Certificate or Degree

1-Year Certificate: \_\_\_\_\_ 2-Year Degree: \_\_\_\_\_ 4-Year Degree: x

4. Annual Transfer Activity

Year: 2019-20\_ # of Transfers: 16 Transfer Rate: NA

5. Graduates Entering Graduate School

Year: NA # of Graduates: NA # Entering Graduate School: NA

6. Job Placement (if appropriate)

Year: NA # of Graduates: NA # Employed: NA

7. Licensure/Certification Examination Results: NA

8. Additional Indicators, if any: \_\_\_\_\_