

# COSMA Annual Report 2020-21

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

### SECTION 1: PROGRAMMATIC INFORMATION

Institution's Name:	East Stroudsburg University of Pennsylvania				
Address:	200 Prospect St				
City:	East Stroudsburg	State:	PA	ZIP/Postal Code:	18301
Primary COSMA Contact Name:	Jaedeock Lee				
Telephone:	570-422-3340	Email:	<a href="mailto:jaedeock@esu.edu">jaedeock@esu.edu</a>		
Sport Management Degree Program(s):	Bachelor of Science in Sport Management Master of Science in Sport Management Master of Science in Management & Leadership Sport Management				
Name of College where Sport Management degree(s) is housed:	College of Business and Management				
Academic Unit URL:	<a href="http://esu.edu/smgt">http://esu.edu/smgt</a>				

Complete the following program-level student learning outcomes (SLO) matrix and program-level operational effectiveness goals (OEG) matrix.

**BS in Sport Management Program-Level Student Learning Outcomes Matrix  
Academic Year 2020-2021**

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. Identify the managerial functions required of sport managers and implement these functions in a contemporary sport setting.</b>					
<i>Measure 1.1.</i> SMGT 201 Written Assignment (direct)	80% of students assessed receive “acceptable” or better.	18	18	100%	Exceeds expectation
<i>Measure 1.2.</i> SMGT 445 Event planning (direct)	80% of students assessed receive “acceptable” or better.	25	19	76%	Does not meet 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.	32	32	100%	Exceeds expectation
<i>Measure 1.4.</i> Internship site supervisor evaluation (indirect)	80% of students will receive A grade (“Excellent”) from final evaluation.	35	31	88.5%	Meets expectation
<b>SLO 2. Demonstrate oral and written communication skills required of professionals in the sport industry.</b>					
<i>Measure 2.1.</i> SMGT 304 Historical figure paper & presentation (direct)	80% of students assessed receive “acceptable” or better.	59	43	73%	Does not meet expectation
<i>Measure 2.2.</i> SMGT 347 Memorandum (direct)	80% of students assessed receive “acceptable” or better.	52	42	81%	Meets expectation
<i>Measure 2.3.</i> Senior survey Item 3-b/c (indirect)	80% of students get strongly agree or agree on the Item 3-b/c.	32	32	100%	Exceeds expectation
<b>SLO 3 Critique and evaluate sport-related resources and provide practical application to various contexts of sport.</b>					
<i>Measure 3.1.</i> SMGT 408 Financial analysis (direct)	80% of students assessed receive “acceptable” or better.	41	27	65.8%	Does not meet expectation
<i>Measure 3.2.</i>	80% of students assessed receive	36	35	97%	Exceeds expectation

SMGT 447 Facility analysis (direct)	“acceptable” or better.				
Measure 3.3. Senior survey Item 3-d (indirect)	80% of students will get strongly agree or agree on the Item 3-d.	32	32	100%	Exceeds expectation
<b>SLO 4. Utilize critical thinking skills to address issues confronting professionals in sport management.</b>					
Measure 4.1. SMGT 302 Individual online discussion (direct)	80% of students assessed receive “acceptable” or better.	34	28	82%	Meets expectation
Measure 4.2. SMGT 440 Research Idea Statement (direct)	80% of students assessed receive “acceptable” or better.	16	12	75%	Does not meet expectation
Measure 4.3. Senior survey Item 3-e (indirect)	80% of students will get strongly agree or agree on the Item 3-e.	32	32	100%	Exceeds expectation
<b>SLO 5. Examine ethical issues and the impact of global diversity in the sport culture.</b>					
Measure 5.1. SMGT 302 Reaction Paper (direct)	80% of students assessed receive “acceptable” or better.	34	29	85%	Meets expectation
Measure 5.2. SMGT 405 International sport project (direct)	80% of students assessed receive “acceptable” or better.	35	34	97%	Exceeds expectation
Measure 5.3. Internship site supervisor evaluation Item b6a & b6b (indirect)	80% of students get 3 or higher score (4-item scale) on the Item b6a & b6b.	31	31	100%	Exceeds expectation
Measure 5.4. Senior survey Item 3-f/g (indirect)	80% of students get strongly agree or agree on the Item 3-f/h.	32	29	91%	Exceeds expectation

*\*\*Explanation of course action for intended outcomes not realized:*

**Measure 1.2. SMGT 445 Event Planning: This project-based learning assignment is meant to be a hands-on application experience. Due to COVID-19 restrictions (course being taught in an online platform) modification to this assessment was needed and may had led to student expectations not being met. The course will resume in-person instruction in the fall with an event that provides an opportunity to apply the functions of management and services the entire ESU community.**

**Measure 2.1. SMGT 304 Historical figure paper and presentation: With relation to written communication, students demonstrated a deficiency in sentence structure, paragraph/essay continuity, and APA formatting. These areas are addressed though instruction but may require additional resources not readily available to the student in an online platform. While assistance and direction to resources are provided, student participation and instructional platform fatigue may have resulted in student underperformance. Additional attention to these areas is required**

**with a return to in-class instruction and we expect it will help students accomplish the goal of this assignment.**

**Measure 3.1. SMGT 408 Financial analysis: 65.8% of students assessed received “acceptable” or better in this measure. This was used to be assigned to students through in-person instructions but due to COVID-19, students were given instructions online only (via synchronous and asynchronous recording). This might be a reason why some students struggled to understand how to meet expectations. This course will be taught back to in-person for 2021-22 year and we expect it will help students accomplish goal of this assignment.**

**Measure 4.2. SMGT 440 Research Idea statement: 75% of students have achieved this learning goal. Students who did not meet the goal either did not submit the assignment or did not fully understand the assignment. Three strategies will be implemented to improve student performance. First, more background knowledge on research will be provided in class and discussion sessions will be used to deepened the understanding. Second, a sample essay will be provided and discussed in class. Third, a list of research problems will be provided for students to choose from so that students can focus more on developing a research plan rather than to discover a problem.**

**Graduate Sport Management Programs (MS in Sport Management & MS in Management and Leadership in Sport Management) Program-Level Student Learning Outcomes Matrix Academic Year 2020 - 2021**

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)	80% of students assessed receive “acceptable” or better.	11	11	100%	Exceeds expectation
<i>Measure 1.2.</i> Internship site supervisor evaluation (indirect)	80% of students receive A grade (Excellent) from final evaluation.	11	11	100%	Exceeds expectation
<i>Measure 1.3.</i> Graduating student survey Item 3-a (indirect)	80% of students 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)	80% of students assessed receive “acceptable” or better.	13	13	100%	Exceeds expectation
<i>Measure 2.2.</i> SMGT 547 Article critique (direct)	80% of students assessed receive “acceptable” or better.	13	13	100%	Exceeds expectation
<i>Measure 2.3.</i> Graduating student survey Item 3-b/c	80% of students get strongly agree or agree on the selective item.	9	9	100%	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)	80% of students assessed receive “acceptable” or better.	14	14	100%	Exceeds expectation
<i>Measure 3.2.</i> SMGT 549 Law case presentation (direct)	80% of students assessed receive “acceptable” or better.	19	19	100%	Exceeds expectation
<i>Measure 3.3.</i> Graduating student survey Item 3-d/e	80% of students get strongly agree or agree on the selective item.	9	8	89%	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)	80% of students assessed receive “acceptable” or better.	19	19	100%	Exceeds expectation

Measure 4.2. SMGT 548 Marketing plan project (direct)	80% of students assessed receive “acceptable” or better.	13	13	100%	Exceeds expectation
Measure 4.3. Graduating student survey Item 3-f	80% of students get strongly agree or agree on the selective item.	9	9	100%	Exceeds expectation
<p><i>**Explanation of course action for intended outcomes not realized:</i>  <b>All intended outcomes were met in 2020-2021 academic year.</b></p>					

## Program-Level Operational Effectiveness Goals Matrix: 2020-2021

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.	Students in SMGT 409 course participated in marketing plan projects with ESU athletics (Fall 2020) and Wilkes-Barre/Scranton Penguins (Spring 2021).	Meets 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.	Four speakers in SMGT 445 (Fall 2020) and five speakers in SMGT 201/440 (Spring 2021) were invited to talk with students via zoom.	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 2020-2021 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 4.37 (n=32)	Exceeds expectation
<i>Measure 3.</i> Faculty professional development	Evidence of supporting resources for faculty professional development.	Faculty members were supported registration fees for the COSMA virtual conference.	Meets 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.	Due to online teaching environment, no faculty/student research projects were submitted for presentations at regional/national conferences.	Does not meet expectation
<i>Measure 2.</i> ESU Student Research Symposium	Sport Management students will be presenting their projects at the annual ESU Student Research Symposium (SRS).	2021 ESU Student Research Symposium was canceled due to pandemic. Students presented their research projects in class, instead.	Insufficient data
<i>Measure 3.</i> Social media engagement	Department actively manages and engages in social media activity through Twitter, Instagram, and Facebook.	Department continues to be active in social media such as Twitter (@esumgt), Instagram (@esu_smg), and	Meet expectation

		Facebook (ESU Alumni closed group), and LinkedIn.	
<i>Measure 4.</i> Program newsletter	Department publishes e-newsletter every fall and spring semester and shares it internally and externally.	Department published fall 2020 and spring 2021 e-newsletters and distributed to the campus community and via social media account.	Meet expectation
<b>OEG 4. Foster lasting partnerships with industry professionals through alumni and student engagement.</b>			
<i>Measure 1.</i> SCORE (Sport Careers: Opportunity, Recruitment, and Employment) Symposium	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 hosted the 2021 SCORE Symposium virtually, featuring seven guest presenters from sport industry. A total of 50+ students attended the symposium and had an opportunity to interact with professionals.	Meets expectation
<i>Measure 2.</i> Field trips	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.	<b>Due to COVID-19 restrictions, the department was not able to plan any field trip for the 2020-21 academic year.</b>	<b>Insufficient data</b>
<p><b>**Explanation of course action for intended outcomes not realized:</b></p> <p><b>Measure 2.1. Faculty hiring – insufficient data, as we did not have a faculty search in 2020-21 academic year.</b></p> <p><b>Measure 3.1. Faculty and student presentation – “Does not meet expectation”. It was very difficult to build student/faculty research projects in online environment. Given restriction of faculty/student travel due to pandemic, there was no faculty/student made presentation at national/regional academic conferences.</b></p> <p><b>Measure 3.2. ESU student research symposium – insufficient data, as the annual ESU student research symposium was canceled due to COVID-19.</b></p> <p><b>Measure 4.2. Field trips – insufficient data, as the department was not able to plan any field trip to sporting events for the 2020-21 academic year due to pandemic.</b></p>			

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 program in the context of its mission, basic purpose and key features.*

**Name of Institution:** East Stroudsburg University of Pennsylvania

Program/Specialized Accreditor(s): Pennsylvania State System of Higher Education (PASSHE)

Institutional Accreditor: 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

URL where accreditation status is stated: <https://www.msche.org/institution/0494/>

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

1. Graduation Year: 2020-21 # of Graduates: 27

Graduation Rate: 10.5% (4 year); 21.1% (5 year); 21.1% (6 year)

*Graduation Rate is calculated using the number of SMGT-BS completers from the initial Fall 2015 SMGT cohort divided by the number of Fall 2015 Freeze SMGT-BS First Time Full Time Degree seeking cohort*

2. Average Time to Degree: 4-Year Degree: \_\_\_\_\_ 5-year Degree \_\_\_\_\_

3. Annual Transfer Activity (into Program): Year: 2020-21

# of Transfers: 10 Transfer Rate: \_\_\_\_\_

4. Graduates Entering Graduate School: Year: NA

# of Graduates: \_\_\_\_\_ # Entering Graduate School: \_\_\_\_\_

5. Job Placement (if appropriate): Year: NA

# of Graduates: \_\_\_\_\_ # Employed: \_\_\_\_\_

*Form developed by the Council for Higher Education Accreditation. © updated 2020*