

# COSMA Annual Report 2021-22

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

### SECTION 1: PROGRAMMATIC INFORMATION

*Table 1. ESU Sport Management Program*

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>				

**Table 2. BS in Sport Management Student Learning Outcomes Matrix - Academic Year 2021 – 2022**

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.	46	40	87%	Meets expectation
<i>Measure 1.2.</i> SMGT 445 Event planning (direct)	80% of students assessed receive “acceptable” or better.	35	31	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.	21	20	95%	Exceeds expectation
<i>Measure 1.4.</i> Internship site supervisor evaluation (indirect)	80% of students will receive A grade (“Excellent”) from final evaluation.	36	32	88%	Meet 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.	31	26	84%	Meets expectation
<i>Measure 2.2.</i> SMGT 347 Memorandum (direct)	80% of students assessed receive “acceptable” or better.	27	20	74%	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.	21	20	95%	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.	34	20	58.8%	Does not meet expectation
<i>Measure 3.2.</i> SMGT 447 Facility analysis (direct)	80% of students assessed receive “acceptable” or better.	38	33	87%	Meets 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.	21	19	90%	Exceeds expectation
<b>SLO 4. Utilize critical thinking skills to address issues confronting professionals in sport management.</b>					
<i>Measure 4.1.</i> SMGT 302 Individual online discussion (direct)	80% of students assessed receive “acceptable” or better.	39	29	74%	Meets expectation
<i>Measure 4.2.</i> SMGT 440 Research Idea Statement (direct)	80% of students assessed receive “acceptable” or better.	40	36	90%	Exceed 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.	21	18	86%	Meets expectation
<b>SLO 5. Examine ethical issues and the impact of global diversity in the sport culture.</b>					
<i>Measure 5.1.</i> SMGT 302 Reaction Paper (direct)	80% of students assessed receive “acceptable” or better.	39	28	72%	Meets expectation
<i>Measure 5.2.</i> SMGT 405 International sport project (direct)	80% of students assessed receive “acceptable” or better.	39	33	85%	Meets expectation
<i>Measure 5.3.</i> Internship site supervisor evaluation Item b6a & b6b (indirect)	80% of students get 3 or higher score (4-item scale) on the Item b6a & b6b.	34	32	94%	Exceed expectation
<i>Measure 5.4.</i> Senior survey Item 3-f/g (indirect)	80% of students get strongly agree or agree on the Item 3-f/h.	21	21	100%	Exceed expectation

*Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.*

**SLO 1. Identify the managerial functions required of sport managers and implement these functions in a contemporary sport setting.**

***Measure 1.1: SMGT201 Written Assignment***

40 out of 46 students (87%) received “acceptable” or better in this measure. Most students submitted a reaction paper to a documentary on time and successfully conducted an in-depth analysis of the documentary using knowledge learnt in class. Therefore, this assignment will be continually used for the future semester without major change. Those who did not meet expectation did not submit the assignment. In the future, the importance of submitting assignments on time will be emphasized.

***Measure 1.2: SMGT 445: Event Planning***

31 out of 35 students (89%) received “acceptable” or better in this measure. This project-based learning assignment is meant to be a hands-on application experience. Most students successfully completed a written portfolio outlining their experience in planning, organizing, and executing a sport management-related event. Additional events may be added to each semester to ensure exposure to multiple areas of the sport industry. No other change will be made to this measure.

***Measure 1.3. Senior survey item 3-a***

20 out of 21 (95%) graduating seniors either strongly agreed or agreed on the item 3-a, “Utilize sport managerial functions in a contemporary sport setting.” This indirect measure supported students met the SLO #1. To further strengthen this measure, we will continue teaching various sport managerial functions to students.

***Measure 1.4. Internship site supervisor evaluation***

Out of 36 students, 32 students (88%) received “A” grades from their internship site supervisors. Students who didn’t receive an A grade need improvement in the completion of tasks and public speaking. Throughout their coursework before internship, faculty will keep encouraging students to be professional, complete their assigned tasks, and go above and beyond what their supervisor asks them to do.

**SLO 2. Demonstrate oral and written communication skills required of professionals in the sport industry.**

***Measure 2.1: SMGT 304 Historical figure paper and presentation***

26 out of 31 students (84%) received “acceptable” or better in this measure. Most students successfully completed a written investigation into the historical impact of selected sport organizations and offered in-depth analysis of their influence on the sport industry. Writing workshops will be offered to assist in writing and research techniques.

### ***Measure 2.2: SMGT 347 Memorandum***

20 out of 27 students (74%) received “acceptable” or better in this measure. Most students successfully completed a written analysis of a legal issue facing the sport industry and provided clear application of appropriate legal concepts. Additional attention to legal research techniques and citation formatting is required, majority of the shortfall was found in these areas. Assistance from library faculty supporting the comprehension of legal research and citation has been planned for the upcoming year.

### ***Measure 2.3. Senior survey item 3-b and 3-c***

20 out of 21 (95%) graduating seniors either strongly agreed or agreed on the item 3-b, “Demonstrate effective oral communication skills required by professionals.” and 3-c, “Demonstrate effective written communication skills required by professionals.” This indirect measure supported students met the SLO #2. To further improve this measure, we will continue providing projects, assignments, and extracurricular activities that strength students’ oral and written communication skills.

## **SLO 3 Critique and evaluate sport-related resources and provide practical application to various contexts of sport.**

### ***Measure 3.1. SMGT 408 Financial analysis***

Only 58.8% of students assessed received “acceptable” or better in this measure. It was 65.8% in 2020-21 and we expected to see higher rates this year as we were back to in-person class meetings from fully online. However, some students continued to struggle to follow guidelines (e.g., provide in-depth financial analysis using data, discuss suggestions for future business from internal and external data analysis). A faculty will clarify expectations on the assignment and make sure all students understand them clearly for the next assessment.

### ***Measure 3.2.: SMGT 447 Facility analysis***

33 out of 38 students (94%) received “acceptable” or better in this measure. Most students successfully completed their Sport facility analysis on selected venues and offered in-depth understanding of sport venues. There has been no change made on this measure.

### ***Measure 3.3. Senior survey item 3-d***

19 out of 21 (90%) graduating seniors either strongly agreed or agreed on the item 3-d, “Efficiently evaluate sport-related resources in its application.” This indirect measure supported students met the SLO #3. To further strengthen this measure, we will continue providing hands-on projects for students to evaluate sport-related resources in various applications.

## **SLO 4. Utilize critical thinking skills to address issues confronting professionals in sport management.**

### ***Measure 4.1. SMGT 302 Individual online discussion***

The purpose of this assignment is to improve students’ critically thinking skills through a civil, mature, evidenced-based discussion with peers about the psychosocial aspects of sport and

physical activity. 29 out of 39 students (74%) received “acceptable” or better in this measure. Most students actively engaged in three online discussions by posting a post to analyze social problems in sport and replying to other people’s posts. In the future, reminders of due date will be sent out more frequently to improve participation rate.

***Measure 4.2. SMGT 440 Research Idea Statement***

The purpose of this assignment is to improve students’ critically thinking skills through analyzing a business problem in the sport industry and develop a research plan to address it. 36 out of 40 students (90%) received “acceptable” or better in this measure. Most students selected a research problem of their own interest that is significant to the sport industry and generated research ideas from the problem. No major change will be implemented.

***Measure 4.3. Senior survey item 3-e.***

18 out of 21 (86%) graduating seniors either strongly agreed or agreed on the item 3-e, “Develop decision making skills for current issues facing sport professionals.” This indirect measure supported students met the SLO #4. To further strengthen this measure, we will continue encourage students to discuss critical issues of the sport industry.

***SLO 5. Examine ethical issues and the impact of global diversity in the sport culture.***

***Measure 5.1. SMGT 302 Reaction Paper***

The purpose of this assignment is to improve students’ understanding of social issues in sport and develop ethical approaches to address social problems. 28 out of 39 students received “acceptable” or better in this measure. Most students analyzed a debate topic problem in sport from both the affirmative and opposing side and wrote an in-depth reflection paper. The major reason for not meeting expectation was reacting from only one side. In the future, the importance of analyzing the topic from both sides will be emphasized.

***Measure 5.2.: SMGT 405 International sport project***

16 out of 19 students (84%) received “acceptable” or better in this measure. Most students successfully completed their International Sport analysis on selected countries and offered in-depth understanding of global sport businesses. There was no change made on this measure.

***Measure 5.3. Senior survey item 3-f and 3-g***

32 out of 34 (94%) students either strongly agreed or agreed on item 3-f, “Understand ethical sport-related issues.” and item 3-g, “Identify my role in a diverse sport community.” This indirect measure supported students achieved SLO #5 but still have room to improve. We will continue to encourage students to discuss ethical issues, such as subjects related to ethics and diversity, in multiple sport management courses.

**Table 3. Graduate Sport Management Programs (MS in Sport Management & MS in Management and Leadership in Sport Management) Program-Level Student Learning Outcomes Matrix - Academic Year 2021 - 2022**

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.	16	14	87.5%	Exceeds expectation
<i>Measure 1.2.</i> Internship site supervisor evaluation (indirect)	80% of students receive A grade (Excellent) from final evaluation.	15	14	93%	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.	8	8	100%	Exceeds expectations
<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 Individual Report (direct)	80% of students assessed receive “acceptable” or better.	10	10	100%	Exceeds expectations
<i>Measure 2.2.</i> SMGT 547 Article critique (direct)	80% of students assessed receive “acceptable” or better.	16	16	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.	8	8	100%	Exceeds expectations
<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.	25	25	100%	Exceeds expectations
<i>Measure 3.2.</i> SMGT 549 Law case presentation (direct)	80% of students assessed receive “acceptable” or better.	N/A	N/A	N/A	Data Not collected
<i>Measure 3.3.</i> Graduating student survey Item 3-d/e	80% of students get strongly agree or agree on the selective item.	8	7	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)	80% of students assessed receive “acceptable” or better.	N/A	N/A	N/A	Data Not collected
<i>Measure 4.2.</i> SMGT 548 Marketing plan project (direct)	80% of students assessed receive “acceptable” or better.	N/A	N/A	N/A	Data Not collected
<i>Measure 4.3.</i> Graduating student survey Item 3-f	80% of students get strongly agree or agree on the selective item.	8	7	88%	Meets expectation

**Student Learning Outcomes Matrix Narrative:**

**SLO 1. Illustrate knowledge of managerial principles required of sport managers in a contemporary sport setting.**

**Measure 1.1. SMGT 547 Financial analysis**

14 out of 16 (87.5%) students received “acceptable” or higher on financial analysis project. Two students who did not meet “acceptable” grade showed lack of in-depth financial analysis and critical evaluation on the select companies. Faculty will attempt clearer instructions for students.

**Measure 1.2. Internship site supervisor evaluation**

14 out of 15 (93%) interns received A grades recommendation from internship site supervisors. One student who did not earn an A grade received “average” scores on most evaluation items. We will make sure students should go above and beyond and be proactive in their internship sites.

**Measure 1.3. Graduating student survey Item 3-a**

All 8 students agreed or strongly agreed on the item “Illustrate knowledge of managerial principles required of sport managers in a contemporary sport setting.” This indirect measure supported students met SLO #1. To further strengthen this measure, we will continue teaching students managerial principles of sport through hands-on class projects and extracurricular activities.

**SLO 2. Develop sport industry vernacular and professional oral and written communication skills when interacting in the workplace.**

**Measure 2.1. SMGT 548 Individual Report**

All 10 students received “acceptable” or better in this measure. All students successfully completed reports that utilized marketing theories and marketing research methods to real-world problems in the sport industry. This is a new measure was the course was taught by a different professor from previous semesters. No major change will be made on this measure.

**Measure 2.2. SMGT 547 Article Critique**

All 16 students received “acceptable” or better in this measure. Students clearly understood expectations on this assignment and demonstrated excellent written communication skills by working on critical assessment of the peer-reviewed manuscript in the field. No further change will be made on this measure.



**Measure 2.3. Graduating student survey Item 3-b/c**

All 8 students agreed or strongly agreed on item “Demonstrate effective oral communication skills required by professionals” and “demonstrate effective written communication skills required by professionals.” This indirect measure supported students met SLO #2. To further strengthen this measure, we will continue utilize providing projects, assignments, and extracurricular activities that strength students’ oral and written communication skills.

**SLO 3. Evaluate and synthesize best practices and research methods used by professionals in the sport industry.**

**Measure 3.1. SMGT 570 Research Proposal**

100% students received “acceptable” or better in this measure. All students provided in-depth understanding of academic research and successfully proposed their studies. Students had oral presentations instead of the poster presentations because there was no conference in the campus.

**Measure 3.2. SMGT 549 Law case presentation**

Due to a sudden change of faculty instructor on SMGT 549, no assessment data was collected for this measure.

**Measure 3.3. Graduating student survey Item 3-d/e**

7 out of 8 (88%) agreed or strongly agreed on item “evaluate and synthesize best practices and research methods used by professionals in the sport industry” and “efficiently evaluate sport-related resources in its application.” 1 out of 8 students answered “neutral” on both items. To improve this measure, we will continue to encourage graduate students to develop independent research projects and to explore the best practices to solve the problems in sport setting throughout multiple sport management courses/projects.

**SLO 4. Formulate critical thinking skills to interpret and solve issues confronting professionals in sport management.**

**Measure 4.1. SMGT 549 Risk management portfolio**

Due to a sudden change of faculty instructor on SMGT 549, no assessment data was collected for this measure.

**Measure 4.2. SMGT 548 Marketing plan project**

No data was collected because the course was taught by a different professor from previous semesters. Moving forward, an individual-based marketing plan project will be used to assess students’ critical thinking skills to interpret and solve issues confronting professionals in sport management.

**Measure 4.3. Graduating student survey Item 3-f**

7 out of 8 (88%) agreed or strongly agreed on item “formulate critical thinking skills to interpret and solve issues confronting professionals in sport management.” 1 out of 8 students answered “neutral” on this item. To improve this measure, we will strengthen in-depth discussions on critical issues of the sport industry and encourage students to critically analyze the problems through course projects and extracurricular activities.

**Table 4. Program-Level Operational Effectiveness Goals Matrix: 2021-2022**

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
<b>OEG 1. Cultivate an environment of academic advancement that prepares students for professional application.</b>			
<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 Lehigh Valley Ironpigs (Fall 2021) and Wilkes-Barre/Scranton Penguins (Spring 2022). SMGT 445 students completed service learning projects to host events (homecoming social in fall 2021 and Rec Day in spring 2022).	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.	Four speakers were invited to talk in sport management classes in 2021-22 year.	Meets expectation
<b>OEG 2. Recruit, hire, and retain high quality and diverse faculty.</b>			
<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.	SMGT had one part-time adjunct search for spring 2022. We used an adjunct pool and had more than 40 qualified candidates.	Exceeds expectation
<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 4.33 (n=21)	Exceeds expectation
<i>Measure 3.</i> Faculty professional development	Evidence of supporting resources for faculty professional development.	Faculty members were supported travel and conference expenses to attend/present at the national conferences (COSMA, SMA, NASSM).	Exceeds expectation
<b>OEG 3. Enhance program recognition both in the local community and on the national level.</b>			
<i>Measure 1.</i> Faculty and student Presentation	Sport Management faculty and student present their research or teaching projects at the regional/national conference.	Three research posters were presented by ESU faculty and students at the 2022 NASSM conference, June 4, Atlanta, GA.	Exceeds 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).	Undergraduate and graduate students made a total of 8 research presentations at the annual ESU Student Research Symposium in April 2022.	Exceeds expectation
<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 Facebook (ESU Alumni closed group), and LinkedIn.	Meets expectation
<i>Measure 4.</i> Program newsletter	Department publishes e-newsletter every fall and spring semester and shares it internally and externally.	Department published fall 2021 and spring 2022 e-newsletters and distributed to the campus community and via social media account.	Meets 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 2022 SCORE Symposium, featuring eight guest presenters from sport industry. A total of 80+ 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.	Four field trips were organized and successfully completed during 2021-22 academic year: 1) Lehigh Valley IronPigs, 2) New York Knicks, 3) Washington Nationals, and 4) Wilkes-Barre/Scranton Penguins.	Exceeds expectation
<b>**Explanation of course action for intended outcomes not realized:</b>			
All OEG goals were met in 2021-22 academic year.			

*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.*

## **OEG Narratives**

### **OEG 1. Cultivate an environment of academic advancement that prepares students for professional application.**

As ESU got back to in-person classes, we were able to offer hands-on service learning projects for students, where they apply their learning to real-world environment. For example, SMGT 409 Concept of Sport Marketing students pitched their marketing plans to Lehigh Valley IronPigs (AAA affiliate with Philadelphia Phillies) and Wilkes-Barre/Scranton Penguins representatives. SMGT 445 Organization and Administration students completed event management projects to host a homecoming breakfast social in fall 2021 and a NIRSA Rec Day event in spring 2022. There were 4 guest speakers invited to talk in regular sport management classes in 2021-22,

including two speakers for the marketing project presentations. We will continue to provide hands-on learning opportunities and networking initiatives with industry professionals to students.

**OEG 2. Recruit, hire, and retain high quality and diverse faculty.**

We hired one part-time adjunct faculty for spring 2022 and had a strong adjunct position pool, consist of more than 40 applicants. A program exit survey showed students highly rated quality of our faculty members. In addition, faculty members received funding support to attend the Sport Marketing Association, COSMA, and NASSM conferences for professional development.

**OEG 3. Enhance program recognition both in the local community and on the national level.**

We had very strong presence in the sport management academia locally and nationally in 2021-22 year. A total of eight research projects were presented at the ESU annual Student Research Symposium and multiple research abstracts were presented at the national academic conferences such as SMA and NASSM. We actively posted student activities, faculty achievements on social media outlets (Instagram, Twitter, LinkedIn) and published fall 2021 and spring 2022 department newsletters.

**OEG 4. Foster lasting partnerships with industry professionals through alumni and student engagement.**

We had a tremendous success in hosting annual SCORE symposium (back in-person!) in March 2022, featured eight industry professionals: Michael Rucker (BSE Global), Brandon Lawrence (Tyson Group), Deanna Repollet (LA Clippers), Victoria Gurdak (University of Pennsylvania), Sophie Coy (University of Mississippi), Jenny Owens (University of Maryland Baltimore), Kyle Jimenez (Madison Square Garden), and Brooke Powers (Penn Fusion Soccer Academy). More than 80 students attended and interacted with guest speakers in panel discussions and social networking event. Students provided very positive feedback and appreciated the opportunities to meet with sport business professionals. Further, as sporting events resumed after pandemic, we organized field trips and brought students to four different venues/games in 2021-22 year: Madison Square Garden, Washington Nationals Park, Coca-Cola Park, and Mohegan Sun Arena. We will keep expanding our partnerships and plan more field trips.

## 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: 2021-22

B.S. Sport Management # of Graduates: 33

M.S. Sport Management # of Graduates: 6

M.S. Management and Leadership in Sport Management # of Graduates: 11

Graduation Rate: Fall 16 cohort – 47, 4 years rate: 27.7%; 5 years rate: 34%

Graduation Rate is calculated using the number of SMGT-BS completers from the initial Fall 2016 SMGT cohort divided by the number of Fall 2016 Freeze SMGT-BS First Time Full Time Degree seeking cohort

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

3. Annual Transfer Activity (into Program): Year: 2021-22 \_\_\_\_\_

# of Transfers: 8 Transfer Rate: NA

4. Graduates Entering Graduate School: Year: 2021-22 \_\_\_\_\_

# of Graduates: 33 # Entering Graduate School: 5

5. Job Placement (if appropriate): Year: 2021-22 \_\_\_\_\_

# of Graduates: 33 # Employed: NA

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