

Nichols College - COSMA Annual Report 2021-22

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
SLO 1 - Identify fundamental principles of key business functions in Sport Management					
Peregrine Exam Results (direct)	80% of students will earn 50 or higher on the Peregrine Exam	55	47	85%	Meets Expectation
Event Management - Event Spectator Analysis (direct)	80% of students will earn 80% or higher on the Event Spectator Analysis project	40	33	83%	Meets Expectation
Student Evaluation (indirect)	80% of students will rate themselves 80% or higher on supplemental evaluation question #1 (sport management principles)	10	9	90%	Meets Expectation
Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on their sport management principles	37	37	100%	Exceeds Expectations
SLO 2 - Interpret ethical solutions to business issues in the sport industry					
Sport Law – Case Study #4 (direct)	80% of students will earn 80% or higher on Case Study #4	27	19	70%	Does not Meet Expectation
Peregrine Exam – Ethics Category (direct)	80% of students will earn 50% or higher on the ethics category of the Peregrine exam	55	48	87%	Meets Expectation
Student Evaluation (indirect)	80% of students will rate themselves as 80% or higher on supplemental evaluation question #2 (legal/ethics)	10	8	80%	Meets Expectation
Internship Supervisor	80% of students will be rated 80% or higher by internship	37	35	95%	Exceeds Expectations

Evaluation (indirect)	supervisors on their law and ethics				
SLO 3 - Apply effective group dynamics in experiential or project-based environments					
Event Management – Final Project Presentation (direct)	80% of students will earn 80% or higher on the final group project presentation	40	40	100%	Exceeds Expectations
Senior Seminar – Team Teaching Case Assignment (direct)	80% of students will earn 80% or higher on the team teaching case study assignment	45	38	84%	Meets Expectations
Student Evaluation (indirect)	80% of students will rate themselves 80% or higher on supplemental evaluation question #3 (teamwork)	10	10	100%	Exceeds Expectations
Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on teamwork/leadership	37	37	100%	Exceeds Expectations
SLO 4 - Analyze structural impediments to inclusion and equity in the sports industry					
Sport Law – DEI Case Study (direct)	80% of students will earn 80% or higher on the critical thinking criterion of the strategic marketing analysis	24	18	75%	Does not Meet Expectation
Sport Communication – social justice paper (direct)	80% of students will earn 80% or higher on the social justice paper	40	30	75%	Does not Meet expectation
Student Evaluation (indirect)	80% of students will rate themselves 80% or higher on supplemental evaluation question #4 (DEI)	10	10	100%	Exceeds Expectations
Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on diversity/inclusion	37	37	100%	Exceeds Expectations
SLO 5 - Evaluate qualitative and quantitative information in the sport industry					
Senior Seminar – Research Paper (direct)	80% of students will earn 80% or higher on the analysis criterion of the case study paper	46	43	93%	Exceeds expectations
Sport Event Management –	80% of students will earn 80% or higher	21	18	82%	Meets Expectations

Event Bid (direct)	on the event bid project				
Student Evaluation (indirect)	80% of students will rate themselves 80% or higher on supplemental evaluation question #5 (evaluate info)	10	10	100%	Exceeds Expectations
Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on evaluate information	37	37	100%	Exceeds Expectations
SLO 6 - Construct professional communications with current technologies used in sport industry					
Sport Communication – Video Response (direct)	80% of students will earn 80% or higher on the video response paper	40	33	83%	Meets Expectations
Senior Seminar – Research Presentation (direct)	80% of students will earn 80% or higher on the case study presentation	55	55	100%	Exceeds Expectations
Student Evaluation (indirect)	80% of students will rate themselves 80% or higher on supplemental evaluation question #6 (communications)	10	10	100%	Exceeds Expectations
Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on communication	37	36	97%	Exceeds Expectations

Program-Level Operational Effectiveness Goals Matrix Academic Year 2021-22

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Data Summary	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
OEG 1 – Provide student-centered educational experience that emphasizes practical applications for successful post-graduate placement			
Skills inventory from Senior Seminar Exit Packet	80% identify more than 2 skills	100%	E
Placement data from Career and Professional Development Center Report	80% employed or in grad school within 6 months of graduation	Not yet available	Not yet available
OEG 2 – Develop innovation in curriculum and strategic partnerships			
# of students engaged in new practicum, certificate, or concentration offerings	50% of students engaged in new practicum, certificate, or concentration offerings	Added Sport Analytics Certificate Program, Sports Info. Practicum, Golf for Business Course, Golf Management, working to Develop partnership with NE Revolution	Meets Expectations
# of students benefit from a strategic partnership through faculty-led experience or internship	50% of students benefit from a strategic partnership through faculty-led experience or internship	24 experiential opportunities (projects, trips, competitions, events); 97 guest speakers; over 80 internships	Exceeds Expectations
OEG 3– Foster a culture of diversity, equity, and inclusion through enrollment and retention of students and faculty from underrepresented groups			
Increase diversity of enrolled students as measured by exit survey	increase percentage of students who identify with one or more groups that are underrepresented in higher education	Incomplete data	Incomplete data
Increase retention of diverse students	Increase graduation rate of students who identify with one or more groups	n/a	I

	that are underrepresented in higher education through Exit Survey		
OEG 4 – Promote thought leadership in faculty and students to increase brand awareness of program			
Number of intellectual contributions produced by faculty and students	Produce 10 intellectual contributions per academic year	4 publications, 4 conference presentations, 4 industry presentations/clinics	Meets Expectations
Placement in national rankings of sport management programs	Rated within top-50 sport management programs in national rankings	#40	Meets Expectations

PROGRAM INFORMATION PROFILE

This profile offers information about the program in the context of its mission, basic purpose and key features.

Name of Institution: Nichols College

Program/Specialized Accrutor(s): SMGT – COSMA; IACBE

Institutional Accrutor: NECHE

Date of Next Comprehensive Program Accreditation Review: COSMA: 2024(2025 as approved in extension request); IACBE: 2022

Date of Next Comprehensive Institutional Accreditation Review: NECHE 2022

URL where accreditation status is stated: <https://www.nichols.edu/degrees/sport-management/>

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

1. Graduation Year: 2021 # of Graduates: 43 Graduation Rate: 50.6%
2. Average Time to Degree: 3.63 years for 2021 graduates
3. Annual Transfer Activity (into Program): Year: 2021
of Transfers: 6 into SMGT Transfer Rate: NA
4. Graduates Entering Graduate School: Year: 2021
of Graduates: 39 # Entering Graduate School: 16
5. Job Placement (if appropriate): Year: 2021
of Graduates: 39 # Employed: 35 (includes graduate school)

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