Nichols College - COSMA Annual Report 2023-24

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| --- | --- | --- | --- | --- | --- |
| **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 | 32 | 22 | 68% | Does not Meet Expectation |
| **Event Management - Event Spectator Analysis (direct)** | 80% of students will earn 80% or higher on the Event Spectator Analysis project | 60 | 56 | 93% | Exceeds Expectation |
| **Student Evaluation (indirect)** | 80% of students will rate themselves 80% or higher on supplemental evaluation question #1 (sport management principles) | 12 | 11 | 92% | Exceeds Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on their sport management principles | 45 | 43 | 96% | 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 | 49 | 47 | 96% | Exceeds Expectation |
| **Peregrine Exam – Ethics Category (direct)** | 80% of students will earn 50% or higher on the ethics category of the Peregrine exam | 32 | 25 | 78% | Does Not Meet Expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves as 80% or higher on supplemental evaluation question #2 (legal/ethics) | 12 | 11 | 92% | Exceeds Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on their law and ethics | 45 | 39 | 86% | Meets Expectations |
| **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 | 60 | 59 | 98% | Exceeds Expectations |
| **Senior Seminar – Team Teaching Case Assignment (direct)** | 80% of students will earn 80% or higher on the team teaching case study assignment | 34 | 30 | 88% | Meets Expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves 80% or higher on supplemental evaluation question #3 (teamwork) | 12 | 11 | 94% | Exceeds Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on teamwork/leadership | 47 | 44 | 94% | 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 DEI Case Study | 49 | 46 | 94% | Exceeds Expectations |
| **Sport Communication – social justice paper (direct)** | 80% of students will earn 80% or higher on the social justice paper | 60 | 52 | 87% | Meets Expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves 80% or higher on supplemental evaluation question #4 (DEI) | 12 | 10 | 83% | Meets Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on diversity/inclusion | 45 | 43 | 96% | 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 | 34 | 25 | 73% | Does Not Meet Expectations |
| **Sport Event Management – Event Bid (direct)** | 80% of students will earn 80% or higher on the event bid project | 60 | 53 | 88% | Meets expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves 80% or higher on supplemental evaluation question #5 (evaluate info) | 12 | 11 | 94% | Exceeds Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on evaluate information | 44 | 41 | 93% | 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 | 60 | 42 | 70% | Does Not Meet Expectations |
| **Senior Seminar – Research Presentation (direct)** | 80% of students will earn 80% or higher on the case study presentation | 34 | 31 | 91% | Exceeds Expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves 80% or higher on supplemental evaluation question #6 (communications) | 12 | 10 | 83% | Meets Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on communication | 46 | 45 | 98% | Exceeds Expectations |

Program-Level Operational Effectiveness Goals Matrix

Academic Year 2023-24

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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% | | Exceeds Expectations | |
| Placement data from Career and Professional Development Center Report | | 80% employed or in grad school within 6 months of graduation | | 89% | | Exceeds Expectations | |
| **OEG 2** – Develop innovation in curriculum in response to industry trends | | | | | | | |
| # of students engaged in new practicum, certificate, or concentration offerings | | 25% of students engaged in new practicum, certificate, or concentration offerings | | Practicum in Sport Performance (40) and in Sport Information and Performance Analytics (10), Data Analytics Certificate(5) 29% | | Meets Expectations | |
|  | |  | |  | |  | |
| **OEG 3** – Create and maintain community strategic partnerships to enhance student experiential learning opportunities | | | | | | | |
| # of students engaged in community partnerships | | 50% of students engaged in internships, and/or community partnerships | | Partnerships added with : New England Revolution, Little Caesar’s Arena, Major League Baseball, National Hockey League, Worcester Bravehearts. Internship added with: Shepherd Hill High School | | Meets Expectations  58% of students engaged in a community partnership | |
| # 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 | | 17 experiential opportunities (projects, trips, competitions, events); 22 guest speakers; 103 internships | | Exceeds Expectations 100% of students engaged either in an internship or faculty-led experience | |
| **OEG 4**– Foster a culture of diversity, equity, and inclusion through enrollment and retention of students and faculty from underrepresented groups | | | | | | | |
| Increase number of students identifying as female in the sport management program as measured by enrollment data | | 25% of students identify as female, which is in-line with the national average | | 17% | | Does not Meet | |
| Increase number of students who are a member of an underrepresented racial or ethnic group | | 30% of students are a member of an underrepresented racial or ethnic group as measured by enrollment data | | 27% | | Does not Meet | |
| Maintain graduation rate of all underrepresented groups in-line with College graduation rate | | 60% graduation rate of all students who are members of an underrepresented group | | Insufficient data | |  | |
| **OEG 5** – 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 | | 2 publications,  3 conference presentations,  5 industry presentations/clinics | | Meets Expectations | |
| Placement in national rankings of sport management programs | | Rated within top-50 sport management programs in national rankings | | #59 | | Does Not Meet 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 Accreditor(s): SMGT – COSMA

Institutional Accreditor: Nichols – AACSB, IACBE

Date of Next Comprehensive Program Accreditation Review: 2025

Date of Next Comprehensive Institutional Accreditation Review: IACBE - 2029

*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: \_2024\_\_\_\_\_\_ # of Graduates: 25 Graduation Rate: 100%
2. Average Time to Degree: \_\_4 years\_\_\_\_\_\_\_\_
3. Annual Transfer Activity (into Program): Year: \_2024\_\_\_\_

# of Transfers: \_\_2\_\_\_ Transfer Rate: \_\_ \_\_\_

1. Graduates Entering Graduate School: Year: \_\_2023\_\_\_

# of Graduates: \_\_36\_\_\_ # Entering Graduate School: \_13\_\_\_\_

1. Job Placement (if appropriate): Year: \_2023\_\_\_\_

# of Graduates: \_36\_\_\_\_ # Employed: \_\_32\_\_\_

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