Nichols College - COSMA Annual Report 2024-2025

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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 | 30 | 40 | 75% | Does not Meet Expectations |
| **Event Management - Event Spectator Analysis (direct)** | 80% of students will earn 80% or higher on the Event Spectator Analysis project  | 38 | 45 | 84% | Meets Expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves “Agree” or “Strongly Agree” on supplemental evaluation question #1 (sport management principles) | 24 | 27 | 89% | Exceeds Expectations |
| **Faculty Evaluation (indirect)** | 80% of students will be rated by faculty as “Agree” or “Strongly Agree” on supplemental evaluation question #1 (sport management principles) | 23 | 27 | 85% | Meets Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on their sport management principles  | 66 | 70 | 94% | 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 | 43 | 49 | 88% | Exceeds Expectations |
| **Peregrine Exam – Ethics Category (direct)** | 80% of students will earn 50% or higher on the ethics category of the Peregrine exam | 33 | 40 | 82% | Meets Expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves as “Agree” or “Strongly Agree” on supplemental evaluation question #2 (legal/ethics) | 25 | 27 | 93% | Exceeds Expectations  |
| **Faculty Evaluation (indirect)** | 80% of students will be rated by faculty as “Agree” or “Strongly Agree” on supplemental evaluation question #2 (legal/ethics) | 25 | 27 | 93% | Exceeds Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on their law and ethics | 64 | 70 | 91% | Exceeds 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  | 40 | 45 | 89% | Exceeds Expectations |
| **Senior Seminar – Team Teaching Case Assignment (direct)** | 80% of students will earn 80% or higher on the team teaching case study assignment  | 23 | 41 | 56% | Does not meet Expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves “Agree” or “Strongly Agree” on supplemental evaluation question #3 (teamwork) | 23 | 27 | 85% | Meets Expectations |
| **Faculty Evaluation (indirect)** | 80% of students will be rated by faculty as “Agree” or “Strongly Agree” on supplemental evaluation question #3 (teamwork) | 23 | 27 | 85% | Exceeds Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on teamwork/leadership  | 61 | 70 | 87% | Meets 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  | 46 | 49 | 94% | Exceeds Expectations |
| **Sport Communication – social justice paper (direct)** | 80% of students will earn 80% or higher on the social justice paper  | 42 | 56 | 75% | Does not meet Expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves “Agree” or “Strongly Agree” on supplemental evaluation question #4 (DEI) | 23 | 27 | 85% | Meets Expectations |
| **Faculty Evaluation (indirect)** | 80% of students will be rated by faculty as “Agree” or “Strongly Agree” on supplemental evaluation question #4 (DEI) | 24 | 27 | 89% | Exceeds Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on diversity/inclusion  | 64 | 70 | 91% | 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  | 27 | 41 | 66% | Does not meet Expectations |
| **Sport Event Management – Event Bid (direct)** | 80% of students will earn 80% or higher on the event bid project  | 38 | 45 | 84% | Meets Expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves “Agree” or “Strongly Agree” on supplemental evaluation question #5 (evaluate info) | 23 | 27 | 85% | Meets Expectations |
| **Faculty Evaluation (indirect)** | 80% of students will be rated by faculty as “Agree” or “Strongly Agree” on supplemental evaluation question #5 (evaluate info) | 23 | 27 | 85% | Meets Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on evaluate information | 66 | 70 | 94% | 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  | 49 | 56 | 88% | Exceeds Expectations |
| **Senior Seminar – Research Presentation (direct)** | 80% of students will earn 80% or higher on the case study presentation  | 40 | 40 | 100% | Exceeds Expectations |
| **Student Evaluation (indirect)** | 80% of students will rate themselves “Agree” or “Strongly Agree” on supplemental evaluation question #6 (communications) | 23 | 27 | 85% | Meets Expectations |
| **Faculty Evaluation (indirect)** | 80% of students will be rated by faculty as “Agree” or “Strongly Agree” on supplemental evaluation question #6 (communications) | 23 | 27 | 85% | Meets Expectations |
| **Internship Supervisor Evaluation (indirect)** | 80% of students will be rated 80% or higher by internship supervisors on communication | 64 | 70 | 91% | Exceeds Expectations |

Program-Level Operational Effectiveness Goals Matrix

Academic Year 2024-25

|  |  |  |  |
| --- | --- | --- | --- |
| **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 4 skills | 100% | Exceeds Expectations |
| Placement data from Career and Professional Development Center Report | 80% employed or in grad school within 6 months of graduation (previous AY) | 55% | Does not meet expectations |
| **OEG 2** – Develop innovation in curriculum in response to industry trends and Advisory Board recommendations |
| # of students engaged in practicum offerings | 20% of students engaged in practicum offerings | 77/165 (46.7%) | Exceeds Expectations |
| # of students engaged in certificate offerings | 20% of students engaged in certificate offerings | 11/165 (6.7%) | Does not meet Expectations |
| # of students engaged in concentration offerings | 20% of students engaged in concentration offerings | 21/165 (12.7%) | Does not meet 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 with : Worcester Railers, Titleist, the NFL, Shepherd Hill High School, Nichols athletics | Meets Expectations67% 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 | 16 experiential opportunities (projects, trips, competitions, events); 32 guest speakers; 70 internships | Exceeds Expectations100% 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 | 15% | Does not Meet Expectations |
| 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 | Insufficient data |  |
| 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 by contributing to the Sport Management academic field |
| Number of peer-reviewed articles produced by faculty  | Produce 2 peer-reviewed articles per academic year  | 1 | Does not meet Expectations |
| Number of other intellectual contributions produced by faculty  | Produce 8 other intellectual contributions per academic year | 10 | 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 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: \_2025\_\_\_\_\_\_ # of Graduates: 23 Graduation Rate: 100%
2. Average Time to Degree: \_\_4 years\_\_\_\_\_\_\_\_
3. Annual Transfer Activity (into Program): Year: \_2024\_\_\_\_

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

1. Graduates Entering Graduate School: Year: \_2024\_\_\_\_

# of Graduates: \_42\_\_\_\_ # Entering Graduate School: \_11\_\_\_\_

1. Job Placement (if appropriate): Year: \_2024\_\_\_\_

# of Graduates: \_\_42\_\_\_ # Employed: \_\_23\_\_\_

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