

Nichols College - COSMA Annual Report 2025-2026

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	44	32	72%	Does not Meet Expectations
Event Management - Event Spectator Analysis (direct)	80% of students will earn 80% or higher on the Event Spectator Analysis project	49	40	81%	Meets Expectations
Student Evaluation (indirect)	80% of students will rate themselves "Agree" or "Strongly Agree" on supplemental evaluation question #1 (sport management principles)	27	24	89%	Meets 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)	47	45	95%	Exceeds Expectations
Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on their sport management principles	45	41	91%	Exceeds Expectations
SLO 2 - Interpret ethical solutions to business issues in the sport industry					
Case Study Presentation SMGT 252	80% of students will earn 80% or higher on Case Study Presentation 252	54	36	66%	Does Not Meet Expectations

Peregrine Exam – Ethics Category (direct)	80% of students will earn 50% or higher on the ethics category of the Peregrine exam	44	34	77%	Does Not Meet Expectations
Student Evaluation (indirect)	80% of students will rate themselves as “Agree” or “Strongly Agree” on supplemental evaluation question #2 (legal/ethics)	27	25	92%	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)	47	43	91%	Exceeds Expectations
Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on their law and ethics	45	42	93%	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	49	48	97%	Exceeds Expectations
Senior Seminar – Team Teaching Case Assignment (direct)	80% of students will earn 80% or higher on the team teaching case study assignment	47	42	89%	Meets Expectations
Student Evaluation (indirect)	80% of students will rate themselves “Agree” or “Strongly Agree” on supplemental evaluation question #3 (teamwork)	27	23	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)	47	47	100%	Exceeds Expectations
Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on teamwork/leadership	45	39	87%	Meets Expectations

SLO 4 - Analyze structural impediments to inclusion and equity in the sports industry					
Case Study Presentation SMGT 252	80% of students will earn 80% or higher on the Case Study Presentation	54	36	66%	Does Not Meet Expectations
Sport Communication – social justice paper (direct)	80% of students will earn 80% or higher on the social justice paper	39	30	76%	Does Not meet Expectations
Student Evaluation (indirect)	80% of students will rate themselves “Agree” or “Strongly Agree” on supplemental evaluation question #4 (DEI)	27	23	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)	47	45	95%	Exceeds Expectations
Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on diversity/inclusion	45	39	87%	Meets 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	47	39	82%	Meets Expectations
Sport Event Management – Event Bid (direct)	80% of students will earn 80% or higher on the event bid project	49	49	100%	Exceeds Expectations
Student Evaluation (indirect)	80% of students will rate themselves “Agree” or “Strongly Agree” on supplemental evaluation question #5 (evaluate info)	27	23	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)	47	42	89%	Meets Expectations

Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on evaluate information	45	35	78%	Does Not Meet 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	39	34	87%	Meets Expectations
Senior Seminar – Research Presentation (direct)	80% of students will earn 80% or higher on the case study presentation	47	46	98%	Exceeds Expectations
Student Evaluation (indirect)	80% of students will rate themselves “Agree” or “Strongly Agree” on supplemental evaluation question #6 (communications)	27	23	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)	47	46	98%	Exceeds Expectations
Internship Supervisor Evaluation (indirect)	80% of students will be rated 80% or higher by internship supervisors on communication	45	41	91%	Exceeds Expectations

Student Learning Outcomes Matrix Narrative:

SLO 1- Identify fundamental principles of key business functions in Sport Management

Students met expectations for 1/2 direct measures related identifying the fundamental principles and key business functions in Sport Management and met/exceeded expectations based on indirect measures. 72% scored 50 or higher on the Peregrine Exam, falling short of the 80% threshold. This 72% mark was lower than last year's total of 75%, and this is the 3rd consecutive AY students did not meet the 80% threshold. The College has been brainstorming test-taking methods for this exam, including having students take the exam in-class, outside of class, with a proctor, etc., so 'best-practices' methods are still undetermined.

SLO 2 – Interpret Ethical Solutions to Business issues in the sport industry

All indirect measures were met or exceeded, but neither direct measurements were met. 77% of students scored 50% or higher on the ethics portion of the Peregrine Exam, which is close to the 80% threshold. However, only 66% percent met the 80% threshold for the other direct measure. This can be due to several reasons, including students simply not being present for this in-class presentation, which has been a trend lately. AY25-26 was the first year that the direct measure of “Case Study Presentation in SMGT 252” was utilized. More years of data will have to be compiled to determine whether this measure is appropriate for SLO #2.

SLO 3 – Apply effective group dynamics in experiential or project based environments

All 5 measures were met for this SLO, which is an improvement from AY24-25. The college and sport management program place a heavy emphasis on applied learning and group work, so this data fits with expectations. The Senior Seminar course was moved from a one-day-per-week meeting schedule to a two-day-per-week beginning AY25-26, which allowed students more one-on-one instruction and guidance from faculty. The Team Teaching Assignment is based around each group’s nearly finished research paper, and in year’s past, at the time the assignment was due, several groups had yet to reach that point in their papers (resulting in several scores of 0). Now having moved to more in-class time, that barrier has seemingly been removed, resulting in more complete manuscripts and higher scores on the assignment.

SLO 4 – Analyze structural impediments to inclusion and equity in the sport industry.

Students met or exceeded expectations on three of the five measures in SLO 4. 76% of students earned an 80% or higher on the social justice paper assignment in Sport Communication, falling short of the 80% benchmark. 66% of students met the threshold on the SMGT 252 Final Project, which was the exact same percentage as the Case Study in SLO 2. This may mean the same students who fell short on the Case Study also fell short on the Final Project. AY25-26 was the first year the direct measure of “Final Project in SMGT 252” was utilized. More years of data will have to be compiled to determine whether this measure is appropriate for SLO #4.

SLO 5 – Evaluate qualitative and quantitative information in the sport industry.

Students met or exceeded expectations for all five of the measures in SLO 5, which is an improvement from AY24-25. Implemented in AY23-24 was a structure where each section (Introduction, Literature Review, Methods, etc.) were submitted and graded in tiers and not in larger, more overarching sections, with the hope of greater individualized feedback. This change has appeared to benefit students as they have received feedback throughout the course, and the change to two days per week in class allows more instruction on more difficult concepts such as data analysis.

SLO 6 – Construct professional communications with current technologies used in sport industry

Students exceeded or met expectations in all five measures. The SM program and Nichols College’s emphasis on communication in the forms of presentations and written work is vital to achieving these measures. Our students are prepared to communicate effectively by the time they reach the Senior Seminar course.

Program-Level Operational Effectiveness Goals Matrix Academic Year 2025-26

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 (AY 2025)	100%	Exceeds 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	97/165 (58.7%)	Exceeds Expectations
# of students engaged in certificate offerings	20% of students engaged in certificate offerings	14/165 (8.4%)	Does not meet Expectations
# of students engaged in concentration offerings	20% of students engaged in concentration offerings	23/165 (13.9%)	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, CFC soccer club, Nichols athletics	Meets Expectations 75% 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 expectations 100% of students engaged either in an internship, experiential opportunity, 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 Expectations
Increase number of students who are a member of an underrepresented racial or ethnic group	30% of students are members 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	8	Meets 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: 9/2032

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: 2026 Graduates: 35 Graduation Rate: 100%
2. Average Time to Degree: 4 years
3. Annual Transfer Activity (into Program): Year: 2025
Transfers: NA Transfer Rate: NA
4. Graduates Entering Graduate School: Year: 2025
Graduates: 35 Entering Graduate School: 8
5. Job Placement (if appropriate): Year: 2025
Graduates: 35 Employed: 25

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