## Dashboard Data

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sport Management Enrollment (majors, minors, tracks) in all programs (UG, master’s)</td>
<td>Incomplete data at this time; At the end of Fall, 2019: 316 majors, 42 minors = 358 total</td>
</tr>
</tbody>
</table>
| Total Number of Full-time, Tenured or Tenure Track Sport Management Faculty | 2 FT tenured faculty  
2FT tenure-track faculty  
1FT instructor/internship coordinator |
| Total Number of Part Time/Adjunct Sport Management Faculty                | 1 VISITING instructor                                                   |
| Approximate Number of Students Selecting Sport Management Program Due to Accreditation Status | N/A – will start collecting                                               |
| Number of students/parents requesting information about your SM program  | N/A – will start collecting                                               |
| Number of students/parents attending information sessions about your SM program | Approximately 6 sessions per semester/20 students and parents each = 120 |
| Number of inquiries from business/industry about the accreditation status of your SM program | N/A – will start collecting                                               |
Program-Level Student Learning Outcomes Matrix – Academic Year 2019 – 2020

Results of Data Gathering/Analysis

The following table includes the results of the 2019-2020 data gathering and analysis.

<table>
<thead>
<tr>
<th>Identify Each Student Learning Outcome and Measurement Tool(s)</th>
<th>Identify the Benchmark</th>
<th>Total Number of Students Observed</th>
<th>Total Number of Students Meeting Expectation</th>
<th>Assessment Results: Percentage of Students Meeting Expectation (i.e., average score)</th>
<th>Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SLO 1. Demonstrate an understanding of the basic concepts and issues related to the following sport management content areas: media relations, financial issues, stadium and arena management, marketing and fundraising, legal issues and risk management, administration and management, sales, venue and event management, and social issues</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Measure 1 – Post tests were given to upperclassmen of the Sport Management program</strong></td>
<td>75% average across all disciplines on the post-test</td>
<td>n=9, F19 Spring, 2020 – NO DATA</td>
<td>n/a; average score was taken</td>
<td>-Avg. score = 47.7%</td>
<td>4</td>
</tr>
<tr>
<td><strong>Measure 2 – Pre-Post tests were given to underclassmen and upperclassmen</strong></td>
<td>Evidence of significant improvement from pre-test to post-test (i.e., sig difference b/t groups 1 and 2) THIS IS NOT APPROPRIATELY MEASURED AND WILL BE UPDATED IN THE 2020-2021 YEAR</td>
<td>FALL 2019 ONLY n=67 pre n=9 post</td>
<td>n/a; pretest/posttest comparison test was given</td>
<td>-Average score Pre=24.2% Post=47.7%</td>
<td>4</td>
</tr>
<tr>
<td><strong>Measure 3 - Internship supervisor evaluations of student job knowledge (see Appendix B question 1)</strong></td>
<td>A score of 4 out of 5 on job knowledge measure</td>
<td>N=80</td>
<td>n/a; average score was taken</td>
<td>-Average score 4.34</td>
<td>3</td>
</tr>
<tr>
<td><strong>Measure 4 - Student internship exit surveys (see Appendix C questions 7 and 11)</strong></td>
<td>A score of 5 out of 7 for each question on the exit survey</td>
<td>n=68</td>
<td>n/a; average score was taken</td>
<td>-Average score for Q7 =6.29 -Average score for Q11 =6.56</td>
<td>3</td>
</tr>
</tbody>
</table>
SLO 2. Demonstrate critical thinking and problem solving skills as they relate to issues faced by sport industry professionals.

| Measure 1 – Rubric used for student groups in the class, SPM 491 and put forth presentations displaying critical thinking skills (see Appendix D) | A score of 8 of 12 is considered satisfactory | INCOMPLETE DATA FOR 2019-2020 | n/a; average score was taken | 4 |
| Measure 2 - Internship supervisor evaluations of critical thinking and problem solving (see Appendix B question 8) | A score of 4 out of 5 for critical thinking and problem solving | n=80 | n/a; average score was taken | -Average score, = 4.34 | 2 |
| Measure 3 - Student internship exit surveys (see Appendix C question 2) | A score of 5 out of 7 on question 2 | n=68 | n/a; average score was taken | -Average score =6.31 | 3 |

SLO 3. Demonstrate effective use of verbal and written communication skills

| Measure 1 - Student internship exit surveys (see Appendix C question 3 and 4 [oral communication], and 5 and 6 [written communication]) | An average score of 5 out of 7 | n=68 | n/a; average score was taken | -Average score, Q3=6.44 Q4=6.59 Q5=6.03 Q=6.43 | 3 |
| Measure 2 – Internship supervisor evaluations of communication (see Appendix B question 9) | A score of 4 out of 5 | n=80 | n/a; average score was taken | -Average score, = 4.35 | 3 |
| Measure 3 - Oral presentation from research project in class, SPM 491 via rubric (see Appendix E) | The benchmarks established for this goal were a score of 8 on a 10 point scale for the verbal communication | INCOMPLETE DATA FOR 2019-2020 | n/a; average score was taken | N/A | 4 |
Measure 4 – Written assignment from research project in class, SPM 491 via rubric (see Appendix F)
The benchmarks established for this goal were a score 9 on a 12 point scale for writing
**INCOMPLETE DATA FOR 2019-2020**
n/a; average score was taken

<table>
<thead>
<tr>
<th>SLO 4. Demonstrate a familiarity with social and ethical issues relevant to the sport industry, while understanding how these issues in sport management relate to diverse populations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Measure 1 – Fall 2019</strong> - Data was collected in SPM 412: Principles of Administration in Sport through a case study asking students to analyze the hiring of an NCAA FBS football coach. Ethical reasoning was assessed via a rubric (see Appendix G)</td>
</tr>
<tr>
<td><strong>Spring 2020</strong> – No Rubric Used and different case studies due to COVID-19 (See attachments)</td>
</tr>
<tr>
<td><strong>Measure 2 – Internship supervisor evaluations of ethical behavior (see Appendix B question 7)</strong></td>
</tr>
<tr>
<td><strong>Measure 3 – Student internship exit surveys (see Appendix C question 8 &amp; 9)</strong></td>
</tr>
</tbody>
</table>

| SLO 5. Demonstrate an awareness of the various sport industry segments, while being prepared for a career in the sport industry. |
| Measure 1 - Internship supervisor evaluations of student professional development (see Appendix B, quality of work Q2, quantity of Work Q3, initiative Q4, Responsibility Q5, cooperation Q6, and attendance Q10) | A benchmark of a 4 out of 5 score on each professional development measure | n=80 | n/a; average score was taken | Average score: Q2 = 4.44  Q3 = 4.48  Q4 = 4.4  Q5 = 4.54  Q6 = 4.66  Q10 = 4.66 | 3 |
| Measure 2 - Student internship exit surveys (see Appendix C question 10 & 12) | A score of 5 out of 7 on both questions, respectively | n=68 | n/a; average score was taken | -Average score for Q10 = 6.53  Q12 = 6.56 | 3 |
| Measure 3 - Student internship portfolios (detail of weekly work log, see Appendix H) | The established benchmark of a 2 out of 3 score on the professional development measure of work log detail | n/a | n/a; average score was taken | -n/a | 3 |

Use of Results [From the previous year – NO NEW USES HERE as the data from 2019-2020 were incomplete. Highlighted in this same color are slight improvements from the data that was appropriate].
PROGRAM INFORMATION PROFILE

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

Name of Institution

Institution: The University of Tampa

Program Accreditor: The sport management degree program at The University of Tampa has received specialized accreditation through the Commission on Sport Management Accreditation (COSMA) located in Fort Collins, Colorado, USA. The sport management programs in the following degrees are accredited by COSMA:

- Bachelor of Science in Sport Management

Institutional Accreditor: The University of Tampa is accredited by the Southern Association of Colleges and Schools Commission on Colleges

Date of Next Comprehensive Program Accreditation Review: September 2024

Date of Next Comprehensive Institutional Accreditation Review: SACSCOC: “Fifth Year Report” March 15, 2021; Decennial Examination: 2025

To learn more about the accredited status of the program, click here: 

Program Context and Mission

Program Mission: The University of Tampa is committed to the development of each student to become a productive and responsible citizen. To this end, the University ensures that students balance “learning by thinking” with “learning by doing.” Students are taught by highly qualified, experienced faculty members who are committed to teaching, academic advising and continued intellectual growth. Classes are conducted in personalized settings in which learning is enhanced through application. Students participate in learning partnerships with faculty and the community through independent studies, internships, research, and other practical experiences that complement classroom learning. The University’s academic services and cocurricular activities support individual discovery and development and provide leadership opportunities. Involvement and participation inside and outside the classroom are valued. Through complete engagement with the educational environment, UT students are prepared for careers, graduate and professional education, and lifelong learning.

The mission of the Department of Sport Management is to serve and inspire future sport managers; preparing them for entry-level positions in the sport industry through classroom instruction designed to blend theory and practice, exemplary professional and personal career development, ample networking opportunities to sport industry professionals, and volunteer and internship guidance and placement. We seek to incorporate the University’s mission by also balancing “learning by thinking” and “learning by doing” by pairing quality classroom instruction in sport management and business with hands-on experience gained through volunteer and internship opportunities.

Program Goals: The broad based goals of the University of Tampa’s Sport Management Program are as followed:
- Understand and apply concepts and issues relevant to the sport management discipline
- Apply critical thinking and problem solving skills to the sport business industry
- Communicate effectively, both verbally and in writing
- Analyze and appreciate relevant social and ethical issues related to the sport industry
- Have an appreciation for the professional development needed for a successful career in the sport industry

Brief Description of Student Population: 301 undergraduate students enrolled with declared majors in Sports Management in Fall 2017. Coming from 32 states and US territories, 79% are male and 21% are female; 74% are Caucasian, 6% are Black, 7% are international and 7% are multi-racial. 6% are of unknown or “other” races. Over half (56%) reside on campus, and 77% entered UT as first-time full-time freshmen. Class composition is: 32% freshmen, 26% sophomores, 20% juniors, and 22% seniors.

Admissions Requirements:

**Undergraduate Programs:** Excellence in sport management education requires that students admitted to a sport management program have a reasonable chance to succeed in the program. This requires admissions policies and processes that are appropriate to the sport management degree programs offered by the institution.

a. **Admission of first year students to these programs.**

There are no particular requirements to major in Sport Management at the University of Tampa; a student simply needs to declare her/his major. The process of major declaration can be found in the University of Tampa’s catalog, specifically here:

b. **Admission of students from within your institution to these programs.**

There are no particular requirements to major in Sport Management at the University of Tampa; a student simply needs to declare her/his major. The process of major declaration can be found in the University of Tampa’s catalog, specifically here:

c. **Admission of transfer students from other institutions to these programs.**

Students may apply to the University as transfers only if they have graduated from high school and have completed 17 or more college credit hours at the time of application. Applicants who are enrolled in college but have completed fewer than 17 college credit hours apply as freshmen. College credits completed will be evaluated for transfer credit after admission. - See more at: http://ut.smartcatalogiq.com/current/catalog/undergraduate-admission/admission-policy/transferstudents#sthash.HudeALD8.dpuf
As with all students, transfers simply need to declare the major in order to become a Sport Management major.

Information about transfer credit evaluation can be found here: 
http://ut.smartcatalogiq.com/current/catalog/academic-policies-and-procedures/transfer-credit-evaluation

Information about the transfer credit acceptance policy can be found here: 

There are several steps/aspects one must go through to be considered for degree candidature; each of the steps/aspects are described in length in the University’s catalog as followed:


-Degree requirements
  -University requirements (catalog link: 

  -Sport Management requirements (catalog link: 

-Academic residence requirements (catalog link: 

**Indicators of Effectiveness with Undergraduates As Determined by the Program**

1. Graduation
   o Year = 2019-2020
   o # of Graduates = 52
   o Graduation Rates for the entire student cohort (all undergraduates in all major programs, 2017-2018):
     - 4-year = 50%
     - 5-year = 60%
     - 6-year = 60%

2. Completion of Educational Goal (other than degree – if data collected)
   N/A

3. Average Time to Degree
   4-Year Degree: _2018-2019 reporting: 3.7 years – 2019-2020 – insufficient data
4. Annual Transfer Activity (into Program):
   Data not yet collected
5. Graduates Entering Graduate School
   Insufficient data due to COVID-19
6. Job Placement (if appropriate)
   Insufficient data due to COVID-19
7. Additional Indicators, if any: ____