

## **Academic Assessment Plan**

### **University of Florida**

#### **Academic Affairs**

#### **Academic Colleges**

#### **College of Health & Human Performance**

#### **Tourism Recreation & Sport Management**

#### **Sport Management (BSSPM)**

#### **2017-18 HHP Sport Management BS Program Mission 7**

##### **Introduction**

The University of Florida College of Health and Human Performance has focused on improving an array of societal problems and challenges since its creation in 1946. The Tourism, Recreation and Sport Management Department, one of three departments in the college, has been the leading academic program in the state of Florida. It has a long and distinguished history of outstanding contributions to parks, recreation, sport, and tourism planning and management. The Department offers two separate degrees in Recreation, Parks and Tourism and one in Sport Management.

##### **Mission Statement**

The B.S. in Sport Management seeks to enable students to apply the fundamental concepts of management, marketing, finance, and law to sport organizations. Students pursue employment opportunities in professional sport franchises, intercollegiate athletic departments, sports media industries, sporting goods merchandising, and sport organizing committees, among other organizations. Within sport organizations, students may focus on facility and event management, marketing, administration, compliance, ticket operations, sponsorship sales, fundraising, player representation, and a range of other sport-related jobs.

The objectives of the Sport Management program align directly with the College of Health and Human Performance mission relative to influencing and improving an array of societal problems and challenges. The mission of the program also aligns directly with the mission of the University of Florida as described in the Strategic Plan of the State Board of Governors: "The University of Florida is committed to educating students so they are prepared to make significant contributions within an increasingly global community offering a broad-based, exclusive public education, leading-edge research and service to the citizens of Florida, the nation, and the world. The University of Florida nurtures young people from diverse backgrounds to address the needs of our societies, while sustaining community resources through its mission of service, research and teaching. In support of both the institutional and college missions, the Department of Tourism, Recreation and Sport Management is committed to national and international excellence in the generation, dissemination, and communication of knowledge in tourism, recreation and sport management.

One semester before graduation, students are placed in a 13-week senior internship where they learn from experienced sport professionals who are internationally and nationally recognized in their specializations, and who provide excellent models of practice, quality

service delivery and leadership. Many students are offered employment at the end of their internship simply because of the exemplary educational preparation and ability to transfer knowledge gained in a practical manner.

**Responsible Roles:** Professor (Janelle, Christopher)

**Program:** Sport Management (BSSPM)

**Progress:** Ongoing

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**2017-18 PG 1: Evaluate the results of curriculum reviews and course evaluations**

Evaluate the results of curriculum reviews and course evaluations of the BS in Sport Management to better determine if curriculum improvements are needed.

**Evaluation Method**

A standing committee evaluates the curriculum by assessing course evaluations, industry trends and other available surveys.

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Ongoing

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**2017-18 PG 2: Offer student international education opportunities**

Continue offering students diverse international educational experiences through courses, content and study abroad opportunities.

**Evaluation Method**

The department's International Education Committee will review efforts to increase awareness (international programming/marketing) and assess interest for programs, as well as evaluate the International Sport Management course and update as necessary. Interest will be assessed by connecting with industry partners and sharing comments with students.

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Ongoing

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**2017-18 SLO 1: Content**

Examine and explain the interdisciplinary nature of the study of sport management.

**SLO Area (select one):** Content (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Supervisor internship evaluation and feedback; student assignment responses

Procedure:

Intern supervisor evaluation form

Meet 500 word minimum; demonstrate experiential learning

### **2017-18 SLO 2: Content**

Examine and explain the internal and external factors that influence and shape sport in society, such as the concepts of marketing, planning, organizing, leading and evaluating goals to sport organizations.

**SLO Area (select one):** Content (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Course paper; student assignment responses

Procedure:

Grading rubric to be provided during class

Meet 500 word minimum; demonstrate experiential learning

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### **2017-18 SLO 3: Content**

Examine and explain how ethical behavior influences financial (budget evaluation/sources of revenue), marketing and managerial decision-making.

**SLO Area (select one):** Content (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Course project; student assignment responses

Procedure:

Grading rubric to be provided during class

Meet 500 word minimum; demonstrate experiential learning

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### **2017-18 SLO 4: Content**

Explain and judge fundamental legal concepts relevant to tort, contract and constitutional law, and how they apply to the sport management field.

**SLO Area (select one):** Content (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Course project

Procedure: Grading rubric to be provided during class

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### **2017-18 SLO 5: Critical Thinking**

Use accepted techniques of discovery and critical thinking to solve problems independently, and to evaluate opinions and outcomes within and outside of the sport management area.

**SLO Area (select one):** Critical Thinking (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

#### **Assessment Method**

Supervisor internship evaluation and feedback; student assignment responses

Procedure:

Intern supervisor evaluation form

Meet 500 word minimum; demonstrate experiential learning

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### **2017-18 SLO 6: Critical Thinking**

Explain and use qualitative and quantitative analysis through formal and informal assessment strategies.

**SLO Area (select one):** Critical Thinking (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

#### **Assessment Method**

Student assignment responses from internship final assessment

Procedure:

Meet 500 word minimum; demonstrate experiential learning

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### **2017-18 SLO 7: Communication**

Effectively produce, interpret and analyze written text, oral messages and multimedia presentations used in sport management related settings.

**SLO Area (select one):** Communication (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

#### **Assessment Method**

Course project

Supervisor internship evaluation and feedback; student assignment responses

Procedure:

grading rubric to be provided during class

Intern supervisor evaluation form

Meet 500 word minimum; demonstrate experiential learning

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### **Sport Mgmt BS AAP Detail**

**Start:** 7/1/2017

**End:** 6/30/2018

**Progress:** Ongoing

**Providing Department:** Sport Management (BSSPM)

**Responsible Roles:** Professor (Janelle, Christopher)

**Research (Graduate and Professional AAPs only)**

**Assessment Timeline (Graduate and Professional AAPs only)**

**Curriculum Map (UG AAPs only)**

| <b>Courses</b>           | <b>Course1</b>     | <b>Course2</b>       | <b>Course3</b>       | <b>Course4</b>         | <b>Course5</b>         | <b>Course6</b>         | <b>Course7</b>   |
|--------------------------|--------------------|----------------------|----------------------|------------------------|------------------------|------------------------|--|
| <b>SLOs</b>              | <b>SPM 3012</b>    | <b>SPM 3204</b>      | <b>SPM 3306</b>      | <b>SPM 4154</b>        | <b>SPM 4515</b>        | <b>SPM 4723</b>        | <b>SPM 4941C Internship</b>  |
| <b>Content Knowledge</b> |                    |                      |                      |                        |                        |                        |  |
| #1                       | IR                 | IR                   | IR                   | IR                     | IR                     | IR                     | IA<br>(Supervisor Internship Evaluation and Feedback)<br><br>( Student Assignment Responses) |
| #2                       | IRA (Course Paper) | IR                   | IRA (Course Project) | I R A (Course Project) | R                      | R                      | RA<br>(Student Assignment Responses)   |
| #3                       | R                  | IRA (Course Project) | R                    | R                      | I R A (Course Project) | I R                    | A<br>(Student Assignment Responses)  |
| #4                       | IR                 | R                    |                      |                        |                        | I R A (Course Project) |  |
| <b>Critical Thinking</b> |                    |                      |                      |                        |                        |                        |  |
| #5                       | IR                 | IR                   | IR                   | I R                    | I R                    | I R                    | A<br>(Supervisor Internship Evaluation and Feedback)<br><br>(Student Assignment              |

|                      |    |    |    |                  |                  |     |       |  |
|----------------------|----|----|----|------------------|------------------|-----|-------|--|
|                      |    |    |    |                  |                  |     |       | Responses)                               |
| #6                   | R  | R  |    | I                | I R              | I R |       | A  |
|                      |    |    |    |                  |                  |     |       | (Student Assignment                      |
|                      |    |    |    |                  |                  |     |       | Responses – Internship Final Assessment) |
| <b>Communication</b> |    |    |    |                  |                  |     |       |  |
| #7                   | IR | IR | IR | I R A            |                  |     | I R A | I R A                                    |
|                      |    |    |    | (Course Project) | I R A            |     |       | (Supervisor                              |
|                      |    |    |    |                  | (Course Project) |     |       | Internship                               |
|                      |    |    |    |                  |                  |     |       | Evaluation and Feedback)                 |
|                      |    |    |    |                  |                  |     |       | (Student Assignment                      |
|                      |    |    |    |                  |                  |     |       | Responses)                               |

 2017-18 HHP SPM BS AAP Curriculum Map

**Assessment Cycle (All AAPs)**

The following chart illustrates the years during which each of the Sport Management SLOs will be assessed during a three-year Assessment Cycle. All student learning outcomes will be measured at least once during the three-year cycle. Two to three SLOs will be assessed each year using internship evaluation and specific course projects grades in designated courses.

Assessment Cycle for:

Program – Sport Management

Health and Human Performance

Analysis and Interpretation:

Annually May – June

Improvement Actions:

Annually August – October

Dissemination:

Completed by November of each year

The below chart illustrates the years during which each of the Sport Management SLOs

will be assessed during a three-year Assessment Cycle. The Assessment Committee will examine data regarding at least one of the four content knowledge SLOs each year, one critical thinking SLO in two years of the three-year cycle, and the single communication SLO once every three years.

|                          | <b>Year 17-18</b> | <b>18-19</b> | <b>19-20</b> | <b>20-21</b> | <b>21-22</b> |
|--------------------------|-------------------|--------------|--------------|--------------|--------------|
| <b>SLOs</b>              |                   |              |              |              |              |
| <b>Content Knowledge</b> |                   |              |              |              |              |
| #1                       |                   | X            |              |              | X            |
| #2                       |                   | X            |              |              | X            |
| #3                       | X                 |              |              | X            |              |
| #4                       |                   |              | X            |              |              |
| <b>Critical Thinking</b> |                   |              |              |              |              |
| #5                       |                   |              | X            |              |              |
| #6                       | X                 |              |              | X            |              |
| <b>Communication</b>     |                   |              |              |              |              |
| #7                       |                   | X            |              |              | X            |

**Methods and Procedures (UG and Certificate AAPs)**

## SLO Assessment Matrix 2017-18



| <b>2017-18 Student Learning Outcome</b>  | <b>Assessment Method</b>   | <b>Measurement Procedure</b>   |
|--|--|--|
| Examine and explain the interdisciplinary nature of the study of sport management.   | Supervisor internship<br>evaluation and feedback; student assignment responses | Intern supervisor evaluation form<br>Meet 500 word minimum; demonstrate experiential learning          |
| Examine and explain the internal and external factors that influence and shape sport in society, such as the concepts of marketing, planning, organizing, leading and evaluating goals to sport organizations. | Course paper; student assignment responses                                     | Grading rubric to be provided during class<br>Meet 500 word minimum; demonstrate experiential learning |
| Examine and explain how ethical behavior influences financial (budget evaluation/sources of revenue), marketing and managerial decision-making.  | Course project; student assignment responses                                   | Grading rubric to be provided during class<br>Meet 500 word minimum; demonstrate experiential learning |
| Explain and judge fundamental legal concepts relevant to tort, contract and constitutional law, and how they apply to the sport management field.  | Course project   | Grading rubric to be provided during class   |
| Use accepted techniques of discovery and critical thinking to solve problems independently, and to evaluate opinions and outcomes within and outside of the sport management area.                             | Supervisor internship<br>evaluation and feedback; student assignment responses | Intern supervisor evaluation form<br>Meet 500 word minimum; demonstrate experiential learning          |
| Explain and use qualitative and quantitative analysis through formal and informal assessment strategies  | Student assignment responses from internship final assessment                  | Meet 500 word minimum; demonstrate experiential learning   |
| Effectively produce, interpret and analyze written text, oral messages and multimedia presentations used in sport management related settings.   | Course project; Supervisor internship<br>evaluation and                        | Grading rubric to be provided during class<br>Intern supervisor  |

feedback; student evaluation form

assignment  
responses

Meet 500 word  
minimum; demonstrate  
experiential learning

*Current Procedures:*

1. The department Assessment Committee collects data throughout the academic year in preparation for the annual evaluation of SLOs. The Committee meets each May at the end of the academic year to analyze and assess the data.
  
2. The Assessment Committee receives the following data:
  1. The Assessment Committee analyzes and interprets data from a random sample of specific projects from six different core courses. The grading rubric and assigned grade from each professor will also be provided to the Assessment Committee as a form of direct assessment data.

Assignments from each of the following courses will be provided to the committee when assessing an SLO related to the material in the course:

Sophomore and Junior Level Courses:

SPM 3012 (final paper) - SLO 2

SPM 3204 (final project) - SLO 3

Junior and Senior Level Courses:

SPM 3306 (marketing plan projects) - SLO 2

SPM 4154 (final project) - SLO 2,7

SPM 4515 (final budgeting project) - SLO 3,7

SPM 4723 (legal case studies) - SLO 4,7

In SPM 3012 Sport and Sociology, a final paper will be utilized as an assessment tool. In this paper, students will identify the 10 most pressing social issues challenging the sports industry in the United States, and using specific facts and observations for each issue, demonstrate why the issue is indeed a problem in today's sports landscape.

2. SPM 4941C Internship student responses to four specific site questions. These essays require students to reflect on specific experiences within the organizations/internship site in the context of specific learning objectives.

Questions for the students to answer include:

- Identify two management and/or marketing theories that you have learned about in one of your classes and discuss how these theories are being put into practice within the organization in which you work.
  - Discuss a situation in which someone's ethical behavior may have been questioned.
  - Does the organization bring in any revenue from sponsorships? If so, evaluate the agreements and determine if they can be improved.
- 
3. SPM 4941C Internship evaluations are collected from site supervisors as a form of direct assessment and from students as a form of indirect assessment. The supervisors and students provide data on specific questions targeting specific learning outcomes. Responses are recorded on a 4-point scale, with 4 denoting the most positive response. Open ended data are also collected, which further substantiate the degree of mastery and application of a number of critical skills. The Assessment Committee receives this data in aggregate each year from a representative sample of students.

The supervisor evaluations for SPM 4941C Internship include questions such as these:

- What skills did the student demonstrate that show mastery of critical skills needed in the planning and delivery of program and events in your agency?
- Please rate and comment on the student's dependability/reliability.
- Please rate and comment on the student's professional conduct/demeanor.

### **SLO Assessment Rubric (All AAPs)**

See Attached File

 2017-18 HHP SPM BS AAP Rubric

### **Measurement Tools (Graduate and Professional AAPs Only)**

#### **Assessment Oversight (All AAPs)**

The TRSM Assessment Committee is a standing committee with representative faculty in all program areas in the department.

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| Name                          | Department<br>Affiliation   | Email Address  | Phone Number |
|-------------------------------|---|--|--------------|
| Michael Sagas,<br>PhD         | Department Chair  | <a href="mailto:msagas@hhp.ufl.edu">msagas@hhp.ufl.edu</a>     | 352-294-1640 |
| Doug DeMichele,<br>EdD        | Undergraduate and<br>Internship<br>Coordinator                          | <a href="mailto:dougd@hhp.ufl.edu">dougd@hhp.ufl.edu</a>       | 352-294-1660 |
| Suzanne Sneed-<br>Murphy, PhD | Director of<br>Assessment College<br>of Health and<br>Human Performance | <a href="mailto:murphysm@hhp.ufl.edu">murphysm@hhp.ufl.edu</a> | 352-294-1607 |
| Chris Janelle, PhD            | Associate Dean for<br>Academic and<br>Student Affairs                   | <a href="mailto:cjanelle@hhp.ufl.edu">cjanelle@hhp.ufl.edu</a> | 352-294-1718 |

**Academic Assessment Plan Entry Complete:**