



**PREPARING
EXEMPLARY
PRACTITIONERS**

FIELD-BASED
INQUIRY
PROFESSIONAL
EXCELLENCE
BETTERMENT
OF SOCIETY

Adaptive • Proactive • Decisive • Leading • Reflective • Inquisitive
Knowledgeable • Collaborative • Empathetic • Culturally Sensitive

DATA PROGRAM REPORTS

B.S. SPORT MANAGEMENT

THE UNIVERSITY OF WEST GEORGIA

SUMMER 2018 | FALL 2018 | SPRING 2019

PROGRESS OF GOALS FOR AY 2018-2019 AND NEW GOALS FOR AY 2019-2020

Directions: Review 2018-2019 goals found in this annual report. Record your progress for 2018-2019 goals and consider the results of your efforts as you plan for 2019-2020.

- Record your progress for 2018-2019, click here (BLUE form) <https://forms.gle/sziVrB81v29NNK9B9>
- Record NEW 2019-2020 goals, click here (RED form): <https://forms.gle/gLcwPo6RYSbjMZcT8>

Sport Management, B.S. SMART	STRATEGY(IES) YOUR PROGRAM WILL USE TO ACHIEVE THIS GOAL	PROGR ESS	DATA USED TO INFORM RESPONSES	STRATEGIC IMPERATIVE	PLANS TO GROW PROGRAM	DISTICTIVE FEATURES
Internship students will achieve an average aggregate score of 3 proficient or higher in each of the four NACE Rubric criteria: format, education section, experience section, and honors/activities/leadership.	In Pre-Internship Seminar, students will be provided with formal instruction on resume writing. Prior to final submission, students will be required to: 1. submit their resumes to peer review 2. have their resumes reviewed by a Career Services resume specialist.		Results from the NACE resume rubric which showed that in the 2017-18 academic year students scored an average score of 2.54. In none of the four NACE rubric criteria, student averages was above a 3.0 format = 2.75 education section = 2.66 experience section = 2.64 honors/activities/leadership = 2.14	Student Success		The University of West Georgia Sport Management program (SPMG) is designed to serve society by developing responsible leaders for the world of sport business. What makes our SPMG program unique is our focus on experiential learning, which includes: Action-oriented curriculum in which the students learn by practicing and performing the tasks they will be expected to do in their professional positions. Student-centered teaching that is the product of the faculty's commitment to the holistic development of students. Market-driven instruction that is cutting-edge and ensures that the knowledge bases, skills, and competencies in the curriculum are those that are demanded by industry employers. Mutually beneficial partnerships with sport properties that are developed to further solidify the bond between industry and the university.
Develop and implement a direct assessment for career readiness in sport management.	1. Research a rubric to evaluate career readiness. 2. Develop a survey instrument to assess career readiness. 3. Identify stakeholder groups who can objectively assess student career-readiness 4. Test the instrument in the Fall of 2018. 5. Fully implement the career readiness in sport management instrument in the Spring of 2019.		1. Inflated results and poor differentiation in the self-reported results of the Career Decision Making Self-Efficacy Instrument. In the past three years, students reported, on average, a 4.3 rating related to self-efficacy and career preparation (4-Much Confidence, 5-Complete Confidence). 2. Recommendation from one of the UWG SACS COC Assessment Reviewers. See comment below: There is not a high degree of granularity in the success criteria. The criteria are an overall average on the measures for all students. I note that the single indirect measure for LO3 is consistently showing a high degree of confidence in self efficacy. I wonder if the program might try to develop a direct measure of career-preparedness that could shed further light on that.	Student Success	We will continue to use marketing and recruiting strategies to promote our programs with prospective students (e.g., Preview Day appearances, utilizing SPMG alumni, and increasing community presence).	
Develop and implement objective assessments of higher-order thinking skills in four Required Professional Content areas in Sport Management.	1. Consult with full-time faculty teaching Required Professional Content courses in the SPMG curriculum to develop learning outcomes, assessment tools, and evaluation criteria of higher-order thinking in Sport Management. 2. Develop learning outcomes, assessment tools, and evaluation criteria of higher-order thinking in all four Required Professional Content areas in Sport Management. 3. Identify stakeholder groups who can objectively assess higher-order thinking skills 4. Pilot the assessments in the Fall of 2018. 5. Fully implement the assessments in the Spring of 2019. 6. Connect assessment to student grades in each of the four Required Professional Content courses in the Sport Management curriculum.		Results of the SPMG Content Exam. Students scores have hovered around 40 - 50% in the past two years. Because the results of the SPMG Content Exam have no negative impact on student grades, we believe students do not give their best effort on the SPMG Content Exam.	Academic Success		
40% of active SPMG majors will graduate in 2 years or less.	Implement an internal tracking system after SPMG 3670 Practicum.		Banner student progress reports from COE advising center	Academic Success		

SPMG 3670 WRITTEN COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	Course Work Due date	Course Work Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2018	SPMG 3670	Practicum	01	2018-12-14	SPMG 3670 Dream Job Report Fall 2018	SPMG 3670 Written Communication Rubric	30	24	6	24
Fall Semester 2018	SPMG 3670	Practicum	02	2018-12-14	SPMG 3670 Dream Job Report Fall 2018	SPMG 3670 Written Communication Rubric	29	23	6	23
Spring Semester 2019	SPMG 3670	Practicum	01	2019-04-29	SPMG 3670 Dream Job Report Spring 2019	SPMG 3670 Written Communication Rubric	50	27	23	27

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 3670 Written Communication Rubric

SPMG 3670 Written Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Context of and Purpose for Writing Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).	1	1.37%	0	0%	27	36.99%	45	61.64%	1	1.35%	73	3.59	4	4	0.57
Content Development	1	1.37%	0	0%	37	50.68%	35	47.95%	1	1.35%	73	3.45	3	3	0.57
Genre and Disciplinary Conventions Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).	1	1.37%	0	0%	30	41.1%	42	57.53%	1	1.35%	73	3.55	4	4	0.57
Sources and Evidence	1	1.49%	25	37.31%	18	26.87%	23	34.33%	7	9.46%	67	2.94	3	2	0.88
Control of Syntax and Mechanics	1	1.41%	0	0%	29	40.85%	41	57.75%	3	4.05%	71	3.55	4	4	0.58
Total/Percentage	5	1.4%	25	7%	141	39.5%	186	52.1%	13	3.51%	357				

SPMG 3670 ORAL COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	Course Work Due date	Course Work Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2018	SPMG 3670	Practicum	01	2018-12-14	SPMG 3670 Practicum Experiences Presentation Fall 2018	SPMG 3670 Oral Communication Rubric	30	25	5	25
Fall Semester 2018	SPMG 3670	Practicum	02	2018-12-14	SPMG 3670 Practicum Experiences Presentation Fall 2018	SPMG 3670 Oral Communication Rubric	29	22	7	22
Spring Semester 2019	SPMG 3670	Practicum	01	2019-04-29	SPMG 3670 Practicum Experiences Presentation Spring 2019	SPMG 3670 Oral Communication Rubric	50	28	22	28

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 3670 Oral Communication Rubric

SPMG 3670 Oral Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Organization	0	0%	0	0%	16	21.62%	58	78.38%	1	1.33%	74	3.78	4	4	0.41
Language	0	0%	0	0%	20	27.03%	54	72.97%	1	1.33%	74	3.73	4	4	0.44
Delivery	0	0%	2	2.7%	43	58.11%	29	39.19%	1	1.33%	74	3.36	3	3	0.53
Supporting Material	0	0%	3	6.52%	22	47.83%	21	45.65%	29	38.67%	46	3.39	3	3	0.61
Central Message	0	0%	1	1.35%	30	40.54%	43	58.11%	1	1.33%	74	3.57	4	4	0.52
Total/Percentage	0	0%	6	1.75%	131	38.3%	205	59.94%	33	8.8%	342				

SPMG 4584 ORAL COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	Course Work Due date	Course Work Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2018	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	2018-12-14	SPMG 4584 Elevator Speech Fall 2018	SPMG 4584 Oral Communication Rubric	26	19	7	19
Fall Semester 2018	SPMG 4584	Pre-Intern Sem in Sport Mgmt	02	2018-12-14	SPMG 4584 Elevator Speech Fall 2018	SPMG 4584 Oral Communication Rubric	25	16	9	16
Spring Semester 2019	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	2019-04-29	SPMG 4584 Elevator Speech Spring 2019	SPMG 4584 Oral Communication Rubric	31	23	8	23
Spring Semester 2019	SPMG 4584	Pre-Intern Sem in Sport Mgmt	02	2019-04-29	SPMG 4584 Elevator Speech Spring 2019	SPMG 4584 Oral Communication Rubric	31	18	13	18

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4584 Oral Communication Rubric

SPMG 4584 Oral Communication Rubric															
Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Organization	0	0%	0	0%	45	59.21%	31	40.79%	0	0%	76	3.41	3	3	0.49
Language	0	0%	0	0%	46	60.53%	30	39.47%	0	0%	76	3.39	3	3	0.49
Delivery	0	0%	1	1.32%	50	65.79%	25	32.89%	0	0%	76	3.32	3	3	0.49
Supporting Material	0	0%	0	0%	14	73.68%	5	26.32%	57	75%	19	3.26	3	3	0.44
Central Message	0	0%	0	0%	50	65.79%	26	34.21%	0	0%	76	3.34	3	3	0.47
Total/Percentage	0	0%	1	0.31%	205	63.47%	117	36.22%	57	15%	323				

SPMG 4584 WRITTEN COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	Course Work Due date	Course Work Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2018	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	2018-12-14	SPMG 4584 Personal Career Plan Fall 2018	SPMG 4584 Written Communication Rubric	26	18	8	18
Fall Semester 2018	SPMG 4584	Pre-Intern Sem in Sport Mgmt	02	2018-12-14	SPMG 4584 Personal Career Plan Fall 2018	SPMG 4584 Written Communication Rubric	25	19	6	19
Spring Semester 2019	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	2019-04-29	SPMG 4584 Personal Career Plan Spring 2019	SPMG 4584 Written Communication Rubric	31	28	3	28
Spring Semester 2019	SPMG 4584	Pre-Intern Sem in Sport Mgmt	02	2019-04-29	SPMG 4584 Personal Career Plan Spring 2019	SPMG 4584 Written Communication Rubric	31	22	9	22

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4584 Written Communication Rubric

SPMG 4584 Written Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Context of and Purpose for Writing Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).	1	1.16%	1	1.16%	25	29.07%	59	68.6%	1	1.15%	86	3.65	4	4	0.57
Content Development	1	1.16%	2	2.33%	27	31.4%	56	65.12%	1	1.15%	86	3.6	4	4	0.6
Genre and Disciplinary Conventions Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).	1	1.16%	1	1.16%	29	33.72%	55	63.95%	1	1.15%	86	3.6	4	4	0.58
Sources and Evidence	0	0%	0	0%	1	50%	1	50%	85	97.7%	2	3.5	3.5	3	0.5
Control of Syntax and Mechanics	1	1.16%	2	2.33%	32	37.21%	51	59.3%	1	1.15%	86	3.55	4	4	0.6
Total/Percentage	4	1.16%	6	1.73%	114	32.95%	222	64.16%	89	20.46%	346				

SPMG 4686 NACE RESUME RUBRIC

Term	Course Number	Course Title	Section	Course Work Due date	Course Work Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2018	SPMG 4686	Internship	N01	2018-12-14	SPMG 4686 Resume Assignment Fall 2018	SPMG 4686 NACE Resume Rubric	8	6	2	6
Spring Semester 2019	SPMG 4686	Internship	N01	2019-04-29	SPMG 4686 Resume Assignment Spring 2019	SPMG 4686 NACE Resume Rubric	17	16	1	16
Spring Semester 2019	SPMG 4686	Internship	N02	2019-04-29	SPMG 4686 Resume Assignment Spring 2019	SPMG 4686 NACE Resume Rubric	14	10	4	10
Summer Semester 2018	SPMG 4686	Internship	N01	2018-07-24	SPMG 4686 Resume Assignment Summer 2018	SPMG 4686 NACE Resume Rubric	11	11	0	11
Summer Semester 2018	SPMG 4686	Internship	N02	2018-07-24	SPMG 4686 Resume Assignment Summer 2018	SPMG 4686 NACE Resume Rubric	7	6	1	6

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4686 NACE Resume Rubric

NACE Resume Rubric

Criteria	# (4)Resume should effectively land you an interview.	% (4)Resume should effectively land you an interview.	# (3)Resume could land you an interview (borderline case).	% (3)Resume could land you an interview (borderline case).	# (2)Resume is average, needs improvement to rise to the top of the stack.	% (2)Resume is average, needs improvement to rise to the top of the stack.	# (1)Resume needs significant improvement and would be discarded during screening	% (1)Resume needs significant improvement and would be discarded during screening	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Format	33	67.35%	13	26.53%	3	6.12%	0	0%	0	0%	49	3.61	4	4	0.6
Education Section	37	75.51%	7	14.29%	5	10.2%	0	0%	0	0%	49	3.65	4	4	0.66
Experience Section	33	67.35%	11	22.45%	4	8.16%	1	2.04%	0	0%	49	3.55	4	4	0.73
Honors/Activities/Leadership	28	57.14%	14	28.57%	3	6.12%	4	8.16%	0	0%	49	3.35	4	4	0.92
Total/Percentage	131	66.84%	45	22.96%	15	7.65%	5	2.55%	0	0%	196				

SPMG 4584 PRE-INTERNSHIP SPORT MANAGEMENT CONTENT EXAM

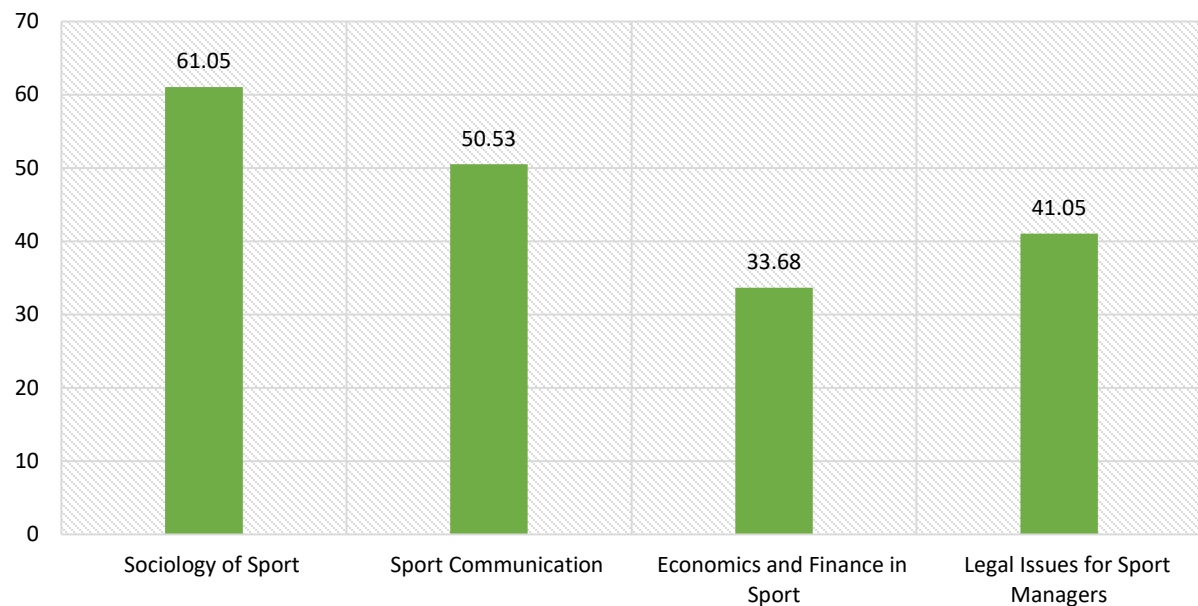
SPMG 4584 Pre-Internship Sport Management Content Exam

Criteria	Total Responses	No Responses	Mean	Median	Mode	Standard Deviation
SPMG Content Exam-Post	19	0	46.58	40	60	22.57
Sociology of Sport	19	0	61.05	60	80	19.97
Sport Communication	19	0	50.53	60	60	16.38
Economics and Finance in Sport	19	0	33.68	40	40	25.18
Legal Issues for Sport Managers	19	0	41.05	40	40	17.74

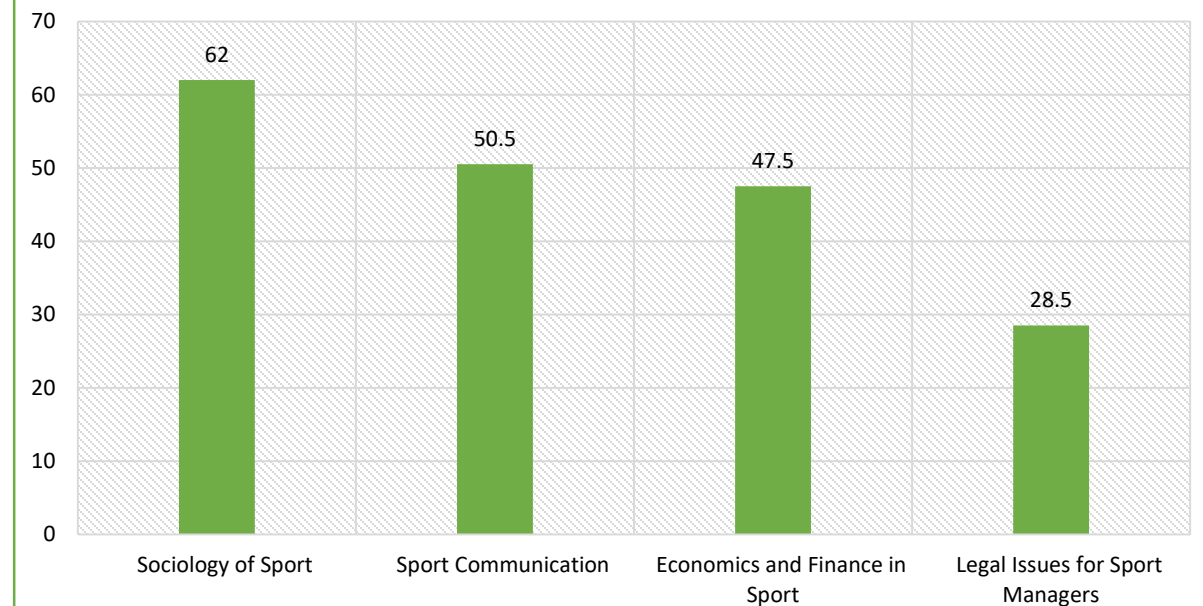
SPMG 4584 Pre-Internship Sport Management Content Exam

Criteria	Total Responses	No Responses	Mean	Median	Mode	Standard Deviation
SPMG Content Exam-Post	40	0	47.13	40	40	26.49
Sociology of Sport	40	0	62	60	80	26.76
Sport Communication	40	0	50.5	40	40	24.49
Economics and Finance in Sport	40	0	47.5	40	40	20.83
Legal Issues for Sport Managers	40	0	28.5	20	20	21.86

SPMG 4584 PRE-INTERNSHIP SPORT MANAGEMENT CONTENT EXAM FOR FALL 2018

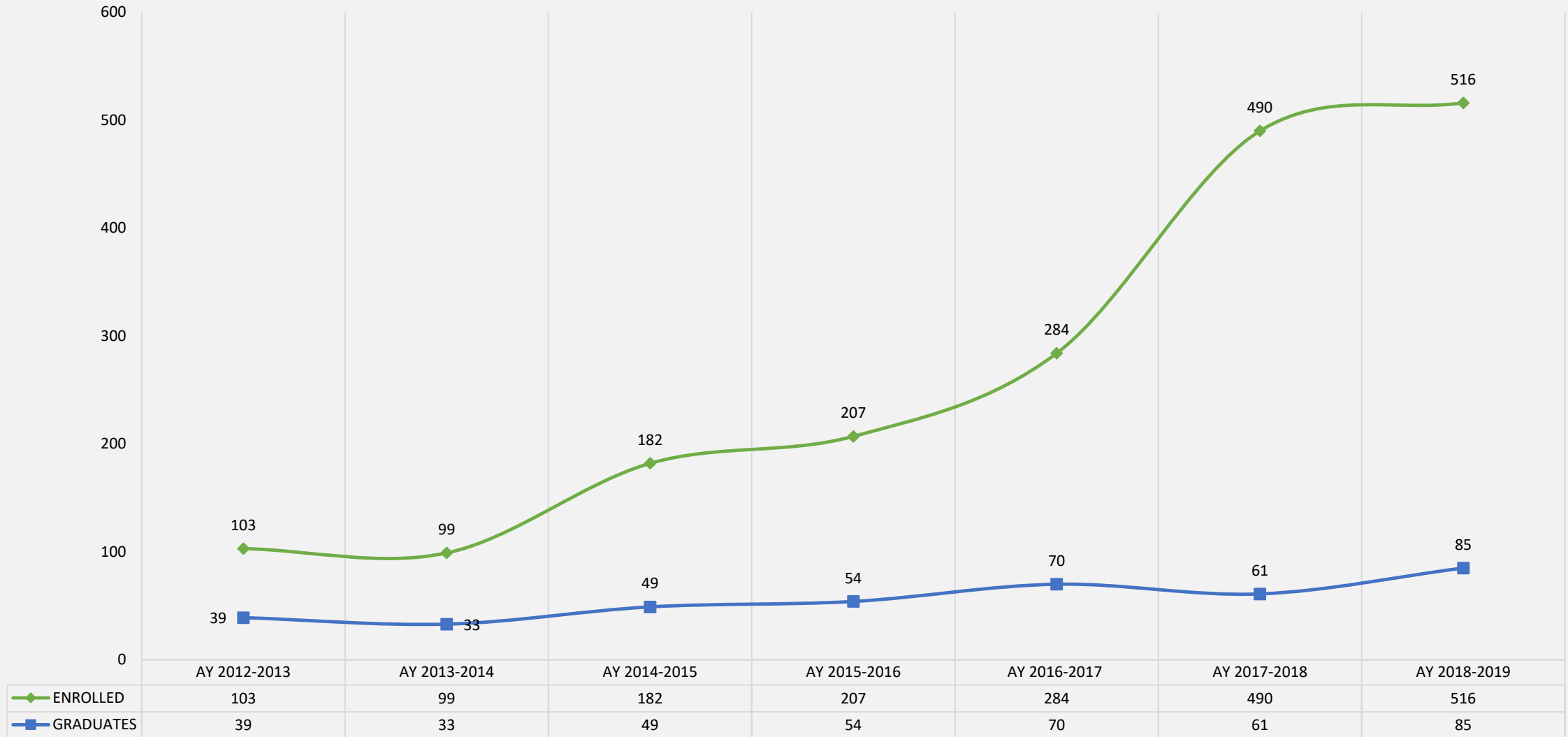


SPMG 4584 PRE-INTERNSHIP SPORT MANAGEMENT CONTENT EXAM FOR SPRING 2019



ENROLLMENT AND GRADUATION

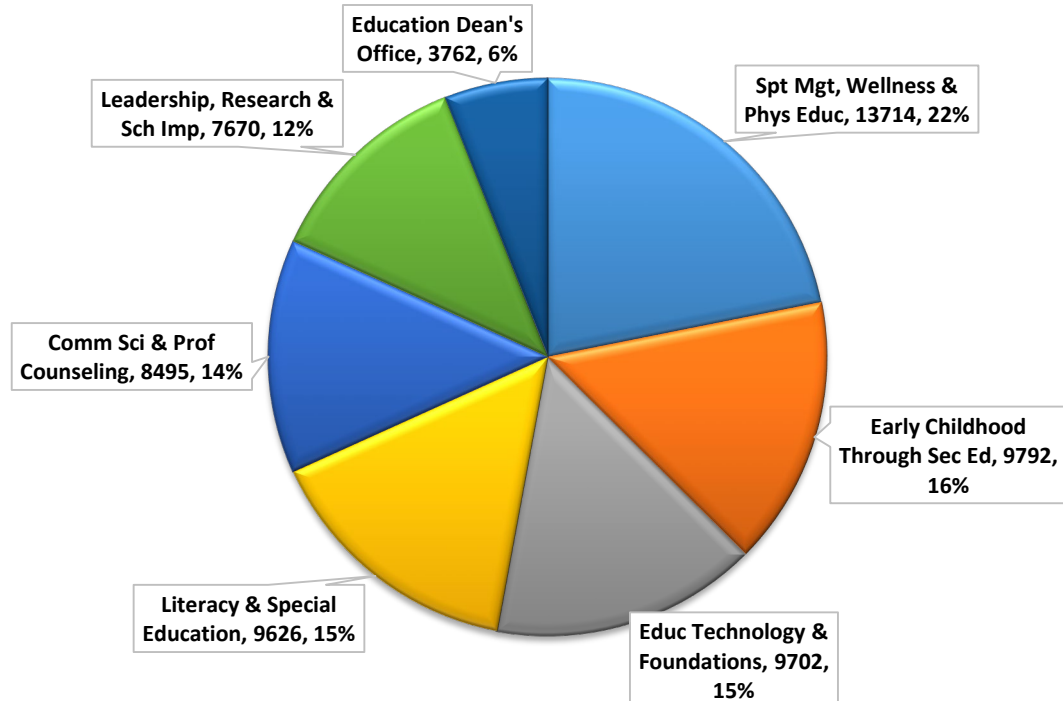
B.S. IN SPORT MANAGEMENT ENROLLMENT & GRADUATION DATA TRENDS



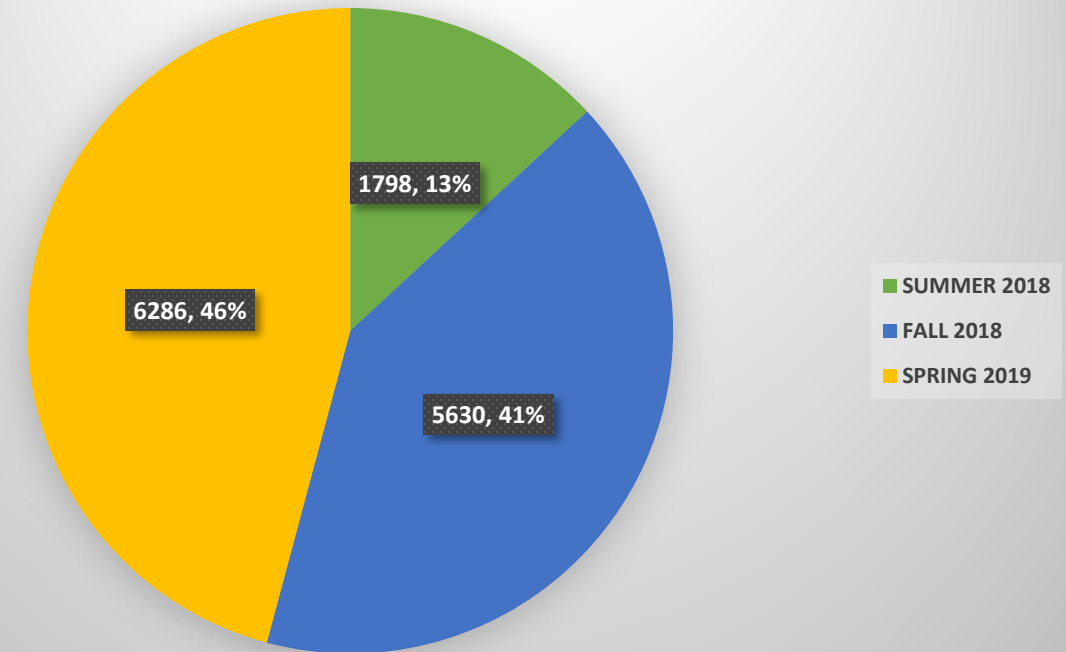
CREDIT HOUR PRODUCTION

TERM	SUMMER 2018				FALL 2018				SPRING 2019				Total by ROWS		
DEPT	ENRL	MAX_ENRL	FILL_RATE	CRED_HRS	ENRL	MAX_ENRL	FILL_RATE	CRED_HRS	ENRL	MAX_ENRL	FILL_RATE	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS
Spt Mgt, Wellness & Phys Educ	624	816	76%	1798	2252	2350	96%	5630	2345	2342	100%	6286	5221	5508	13714
Early Childhood Through Sec Ed	654	700	93%	1953	1498	2254	66%	3884	1448	1838	79%	3955	3600	4792	9792
Educ Technology & Foundations	946	1025	92%	2838	1172	1252	94%	3516	1116	1270	88%	3348	3234	3547	9702
Literacy & Special Education	747	1095	68%	2164	1318	1811	73%	3974	1169	1586	74%	3488	3234	4492	9626
Comm Sci & Prof Counseling	579	827	70%	1818	1119	1451	77%	3431	1062	1357	78%	3246	2760	3635	8495
Leadership, Research & Sch Imp	880	1129	78%	2571	869	1139	76%	2524	883	1100	80%	2575	2632	3368	7670
Education Dean's Office	183	225	83%	549	556	570	97%	1668	515	530	97%	1545	1254	1325	3762
Total by COLUMNS	4613	5817		13691	8784	10827		24627	8538	10023		24443	21935	26667	62761

CREDIT HOUR PRODUCTION FOR COLLEGE OF EDUCATION FOR AY 18-19
BY DEPARTMENT



CREDIT HOUR PRODUCTION FOR SPORT MANAGEMENT, WELLNESS &
PHYSICAL EDUCATION BY TERM



CREDIT HOUR PRODUCTION

TERM	SUMMER 2018			FALL 2018			SPRING 2019			TOTAL		
SUBJ	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS
SPMG	179	246	699	691	640	2145	753	714	2538	1623	1600	5382
PHED	226	298	634	663	730	1812	697	695	1988	1586	1723	4434
CMWL	102	110	283	350	370	920	372	381	1039	824	861	2242
PWLA	117	162	182	548	610	753	523	552	721	1188	1324	1656
TOTAL	624	816	1798	2252	2350	5630	2345	2342	6286	5221	5508	13714

TOTAL CREDIT HOUR PRODUCTION BY SUBJECT FOR AY 2018-2019

