

## BACHELOR OF ARTS IN SPORTS AND RECREATION MANAGEMENT ANNUAL ASSESSMENT PLAN & FINDINGS 2022-2023 ACADEMIC YEAR

### 2022 – 2023 CURRICULUM MAP

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>
	Integrate knowledge from sports recreation and business administration fields.	Examine the relationship between theory and practice.	Analyze effective means of communication in a variety of modalities.	Apply business procedures to team and facilities management.	Assess appropriate decision making skills in a variety of sports and recreation organizations.
<i>MGT 330 Management for Organizations</i>	<b>I</b>	<b>I</b>	<b>I</b>		<b>I</b>
<i>CGD 318 Public Relations Practices &amp; Promotional Writing</i>		<b>R</b>			
<i>BUS 330 Principles of Marketing</i>		<b>R</b>	<b>R</b>	<b>I</b>	<b>R</b>
<i>BUS 340 Business Communications</i>	<b>R</b>		<b>M</b>		
<i>ACC 205 Principles of Accounting I</i>	<b>R</b>	<b>R</b>			
<i>ACC 307: Intermediate Sports and Recreation Management III</i>	<b>R</b>	<b>R</b>			
<i>BUS 307 Operations Management &amp; Quantitative Techniques</i>	<b>R</b>	<b>R</b>			
<i>SRM 401 Sport Finance</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>SRM 311 Sport Law</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>ECO 203 Principles of Macroeconomics</i>	<b>R</b>				<b>R</b>
<i>PRM 300 Introduction to Project Management</i>				<b>R</b>	

<i>BUS 303 Human Resource Management</i>		R			
<i>SRM 320 Organization &amp; Administration of Sports &amp; Recreation Management</i>		R			M
<i>SRM 300 Sport Facility Management</i>	R	R	R	R	R
<i>SRM 410 Contemporary Issues in Sports Marketing &amp; Management</i>	R	R		M	
<i>SRM 325 Case Research in Sports &amp; Recreation Management</i>	M	M	M	M	M

I (Introduced), R (Reinforced), or M (Mastered).

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Integrate knowledge from sports recreation and business administration fields.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
Direct Measure 1: SRM320 Final Paper	70% of BA Sports and Recreation Management students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	44	54	44 out of 54 (81.48%) of records evaluated indicate proficient or distinguished performance on this key assignment's	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

				content criteria mapped to this PLO at the Mastered level.	
Direct Measure 2: CPC Comprehensive Exam – Management Section	BA Sports and Recreation Management students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	<p><b>UAGC:</b> N=41 Mean=714</p> <p><b>Traditional:</b> N=41460 Mean=595</p> <p><b>Online:</b> N=45870 Mean=629</p>	<p><b>UAGC:</b> N=41 Mean=714</p> <p><b>Traditional:</b> N=41460 Mean=595</p> <p><b>Online:</b> N=45870 Mean=629</p>	On average BA Sports and Recreation Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.	<b>2. MEETS THE ACCEPTABLE TARGET</b>

<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>40</p>	<p>41</p>	<p>40 out of 41 (97.56%) BA Sports and Recreation Management students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC comprehensive exam.</p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET</b></p>
<p>Indirect Measure 1: End of Program Survey</p>	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I effectively integrated knowledge from sports recreation and business administration fields.</li> </ul>	<p>37</p>	<p>40</p>	<p>92.50% of BA in Sports and Recreation Management students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively integrated knowledge from sports recreation and business administration fields.</p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET</b></p>

<b>PLO 2 - Examine the relationship between theory and practice.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
Direct Measure 1: SRM320 Final Paper	70% of BA Sports and Recreation Management students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	44	54	44 out of 54 (81.48%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

<p>Direct Measure 2: CPC Comprehensive Exam – Management Section</p>	<p>BA Sports and Recreation Management students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p><b>UAGC:</b> N=41 Mean=714 <b>Traditional:</b> N=41460 Mean=595 <b>Online:</b> N=45870 Mean=629</p>	<p><b>UAGC:</b> N=41 Mean=714 <b>Traditional:</b> N=41460 Mean=595 <b>Online:</b> N=45870 Mean=629</p>	<p>On average BA Sports and Recreation Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.</p>	<p><b>2. MEETS THE ACCEPTABLE TARGET</b></p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>40</p>	<p>41</p>	<p>40 out of 41 (97.56%) BA Sports and Recreation Management students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC comprehensive exam.</p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET</b></p>

<p>Indirect Measure 1: End of Program Survey</p>	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I effectively examined the relationship between theory and practice.</li> </ul>	<p>38</p>	<p>40</p>	<p>95.00% of BA in Sports and Recreation Management students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively examined the relationship between theory and practice.</p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET</b></p>
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PLO 3 - Analyze effective means of communication in a variety of modalities.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS340 Final Paper	70% of Bachelor of Arts in Sports and Recreation Management students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	13	13	13 out of 13 (100.00%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

<p>Direct Measure 2: CPC Comprehensive Exam – Business Communications Section</p>	<p>BA Sports and Recreation Management students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Communications section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p><b>UAGC:</b> N=41 Mean=682 <b>Traditional:</b> N=10410 Mean=676 <b>Online:</b> N=11100 Mean=689</p>	<p><b>UAGC:</b> N=41 Mean=682 <b>Traditional:</b> N=10410 Mean=676 <b>Online:</b> N=11100 Mean=689</p>	<p>On average BA Sports and Recreation Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool and <b>below</b> the average of the Traditional Aggregate Pool on the Business Communications section of the Common Professional Component comprehensive exam.</p>	<p><b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b></p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>40</p>	<p>41</p>	<p>40 out of 41 (97.56%) BA Sports and Recreation Management students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC</p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET</b></p>

				comprehensive exam.	
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:  • I effectively analyzed means of communication in a variety of modalities.	37	40	92.50% of BA in Sports and Recreation Management students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively analyzed means of communication in a variety of modalities.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

<b>PLO 4 - Apply business procedures to team and facilities management.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b> <b>2. MEETS THE ACCEPTABLE TARGET</b> <b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b> <b>4. INSUFFICIENT DATA</b>
Direct Measure 1: SRM410 Final Paper	70% of Bachelor of Arts in Sports and Recreation Management students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	17	28	17 out of 28 (60.71%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	<b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b>

<p>Direct Measure 2: CPC Comprehensive Exam – Management Section</p>	<p>BA Sports and Recreation Management students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p><b>UAGC:</b> N=41 Mean=714 <b>Traditional:</b> N=41460 Mean=595 <b>Online:</b> N=45870 Mean=629</p>	<p><b>UAGC:</b> N=41 Mean=714 <b>Traditional:</b> N=41460 Mean=595 <b>Online:</b> N=45870 Mean=629</p>	<p>On average BA Sports and Recreation Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.</p>	<p><b>2. MEETS THE ACCEPTABLE TARGET</b></p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>40</p>	<p>41</p>	<p>40 out of 41 (97.56%) BA Sports and Recreation Management students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC comprehensive exam.</p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET</b></p>

<p>Indirect Measure 1: End of Program Survey</p>	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I effectively applied business procedures to team and facilities management.</li> </ul>	<p>36</p>	<p>39</p>	<p>92.31% of BA in Sports and Recreation Management students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively applied business procedures to team and facilities management.</p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET</b></p>
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PLO 5 - Assess appropriate decision making skills in a variety of sports and recreation organizations.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: SRM320 Final Paper	70% of BA Sports and Recreation Management students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	44	54	44 out of 54 (81.48%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

<p>Direct Measure 2: CPC Comprehensive Exam – Legal Environment of Business Section</p>	<p>BA Sports and Recreation Management program, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Legal Environment of Business section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p><b>UAGC:</b> N=41 Mean=653 <b>Traditional:</b> N=41490 Mean=604 <b>Online:</b> N=43380 Mean=641</p>	<p><b>UAGC:</b> N=41 Mean=653 <b>Traditional:</b> N=41490 Mean=604 <b>Online:</b> N=43380 Mean=641</p>	<p>On average BA Sports and Recreation Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Legal Environment of Business section of the Common Professional Component comprehensive exam.</p>	<p><b>2. MEETS THE ACCEPTABLE TARGET</b></p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>40</p>	<p>41</p>	<p>40 out of 41 (97.56%) BA Sports and Recreation Management students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC</p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET</b></p>



				comprehensive exam.	
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:  • I effectively assessed appropriate decision making skills in a variety of sports and recreation organizations.	36	39	92.31% of BA in Sports and Recreation Management students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively assessed appropriate decision making skills in a variety of sports and recreation organizations.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

OVERALL RECOMMENDATIONS				
<p>Overall, it is recommended that the Program Lead for the Bachelor of Arts in Sports and Recreation Management review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2023-2024 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO. Additionally, it is recommended to review SRM410 as the target for PLO 4 was not met.</p>				
ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	Assignment Direct Measures	BA Sports and Recreation Management Program Lead, key faculty	In progress.	2023/2024 assessment cycle
Action Details	Review the assessment plan (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2023-2024 assessment cycle.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	Assignment Direct measures	BA Sports and Recreation Management Program Lead, key faculty	In progress	2023/2024 assessment cycle
Action Details	As the BA Sports and Recreation Management has converted to an emphasis, consider changing an assignment direct measure to SRM300, SRM311, or SRM401 as these are the three emphasis courses. Including all three courses as direct measures is useful for interpreting student learning and maintaining focus of the subject.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	Assignment Direct Measures	BA Sports and Recreation Management Program Lead, key faculty	In progress.	2023/2024 assessment cycle
Action Details	SRM300 was recently revised, monitor the data to ensure learning outcomes are still being achieved, consider adding this course as an assignment direct measure in the assessment plan.			

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	Assignment Direct Measures	BA Sports and Recreation Management Program Lead, key faculty	Not started	2023/2024 assessment cycle
Action Details	SRM401 will be revised soon, monitor the data to ensure learning outcomes are still being achieved, consider adding this course as an assignment direct measure in the assessment plan.			