

University of Minnesota Crookston
Assessment of Student Learning

Major: Sport and Recreation Management

5/10/2018

Assessment Method & Procedures	Data Collection Frequency	Reporting Timeframe	Results	Planned Improvements Based on Results	
Program Learning Outcome 1. Demonstrate a fundamental understanding of the various aspects of issues present in the sport industry.					
Outcome 1.1 Differentiate among the four functional areas of management: planning, organizing, leading, and controlling.	70 percent of students receive a passing grade of B or higher on crisis communication, planning a new event, and Cardinal Ruhle Academy assignments.	every 3 years	2018	71% of students received a B or higher on the related assignments.	Expand assessments in this area for a more rich evaluation of this outcome.
Outcome 1.2 Identify the vast array of employment options and career opportunities in the sport industry.	70 percent of students receive a passing grade of B or higher on both writing assignments (interview and position analysis).	every 3 years	2018	96% of students received a B or higher on the writing assignments.	Re-evaluate rubric to make sure assignment involves appropriate rigor.
Outcome 1.3 Explore critical sport issues.	70 percent of students receive a B or higher on the issues presentation and paper assignment.	every 3 years	2018	100% of students received a B or higher on the issues presentation and paper.	Re-evaluate rubric to make sure assignment involves appropriate rigor.
Program Learning Outcome 2. Identify the multifaceted purposes, special requirements, and security issues of sport facilities					
Outcome 2.1 Demonstrate the requirements necessary to prepare a sport facility for an event and the fine points of successfully managing it.	70 percent of students receive a passing grade of B or higher in running the event management project in SRM 3003	every 3 years	2018	100% received B or higher in event management project	Change project to elicit better participation within groups.
Outcome 2.2 Identify the basics of facility management and the role of the facility manager.	70 percent of students receive a passing grade of B or higher in chapters 1 and 2 quizzes	every 3 years	2018	61.5% received a B or higher on the quizzes.	These are preparation for the exam. Highlight the importance of this specific material to students so they prepare for the exam better.
Program Learning Outcome 3. Discuss the marketing mix and how it pertains specifically to sport, including the unique challenges presented by the sport industry, emphasis on promotional strategies, and importance of sponsorship.					

Outcome 2.1 Appraise the marketing strategies of a professional sport organization	70 percent of students receive an passing grade of a B or higher on the "adopt a team" project.	every 3 years	2018	69.2% received a B or higher on the "adopt a team" project.	Determine usefulness of the examples provided and the attentiveness of the students when seeing them.
Outcome 2.2 Demonstrate an understanding of sport marketing with special emphasis placed on pricing and promotional strategies.	70 percent of students receive a passing grade of B or higher in the pricing assignment	every 3 years	2018	85% received B or higher on the assignment	Maintain rubric and assessment criteria. Make assignment bigger.

Program Learning Outcome 4. Demonstrate an understanding of various legal aspects of sport including negligence, risk management, contract law, and ADA compliance.

Outcome 2.1 Demonstrate a fundamental understanding of the U.S. legal system, legal research, and terminology.	70 percent of the students receive a passing grade of a B or higher on the case brief assignment.	every 3 years	2018	90% of the students received a B or higher on the case brief assignment	Develop more assignments related to this outcome. Have students brief cases in class.
Outcome 2.2 Explain the U.S. Constitution, learn the basic concepts of constitutional law, give examples of situations where constitutional law arguments have been raised in sport, including due process, equal protection, unreasonable search/seizure, and invasion of privacy.	70 percent of students receive a passing grade of a B or higher on case studies in SRM 3002	every 3 years	2018	72% of the students received a B or higher on case study assignments.	Maintain rubric and assessment criteria.