Accreditation, Data Collection & Reporting Tools

CPS Assessment Day
May 4, 2016

Dr. Robert Prior, Associate Teaching Professor
Master of Sports Leadership Program
Accreditation in the Sport Management Discipline

- The Master of Sports Leadership program earned accreditation from COSMA last September.
- The accreditation process took roughly 4 years.
- The process included:
  - Outcomes Assessment Plan
  - Collecting and Reporting Data
  - Establishing Direct and Indirect Measures of Student Learning
  - Writing a Comprehensive Self-Study
  - Hosting a Site Team Visit
- There are just 18 COSMA accredited graduate sport management programs in North America.
What is COSMA?

- The Commission on Sport Management Accreditation is a specialized accrediting body.
  - An Outcomes-based Assessment and Accreditation
  - Excellence in sport management education is evaluated
  - Assessment of Educational Outcomes, rather than on prescriptive input standards
  - Educational quality must be measured by outcomes rather than inputs
Benefits of Accreditation

- Who benefits?
  - Academic Programs
  - Students
  - Employers
  - General Public

- How?
  - Continuous Quality Improvement
Accreditation Principles

- COSMA has developed Accreditation Principles based on best practices in sport management education.
  1) Outcomes Assessment
  2) Strategic Planning
  3) Curriculum
  4) Faculty
  5) Scholarly & Professional Activities
  6) Resources
  7) Internal & External Relationships
  8) Educational Innovation
Outcomes Assessment Process

- These principles promote excellence in sport management education through:

  ✓ Benchmarking
  ✓ Mission & Broad-based Goals
  ✓ Interpreting the Results of Outcomes Assessment Process
## Program-Level Intended SLO Matrix

<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</th>
<th>Assessment Results:</th>
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<tbody>
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<td>1. Does not meet expectation</td>
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<td>2. Meets expectation</td>
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<td>3. Exceeds expectation</td>
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<td>4. Insufficient data</td>
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<td>Measure 1</td>
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Master of Sports Leadership (SLO’s)

1. Mastery of Sports Leadership Principles
2. Research and Examine Current Issues in Sport
3. Understanding Socio-Economics/Diversity
4. Applying Knowledge & Skills
5. Exhibiting Graduate-Level Quality in Written Communication
6. Successful Utilization of Technology
### Examples of Measurement Tools:

<table>
<thead>
<tr>
<th>Direct</th>
<th>Indirect</th>
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<tbody>
<tr>
<td>✓ Academic work products – (e.g., papers, presentations)</td>
<td>✓ Internship supervisor evaluation</td>
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<tr>
<td>✓ Class assignments</td>
<td>✓ Reflections on experiences (e.g., internship)</td>
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<tr>
<td>✓ e-Portfolios</td>
<td>✓ Focus groups</td>
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<tr>
<td>✓ Mock interviews</td>
<td>✓ Alumni surveys</td>
</tr>
<tr>
<td>✓ Pre/Post tests</td>
<td>✓ Exit surveys</td>
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<td>✓ Comprehensive exams</td>
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<tr>
<td>✓ Standardized exams</td>
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Measures of Student Learning

Master of Sports Leadership Program

Direct Measures

- Final Internship / Capstone Paper
- Web- Portfolio

Indirect Measures

- Graduating Student Exit Survey
- Internship Supervisor Survey
Final Internship / Capstone Paper

Benchmark

- 100% of graduating students will achieve an acceptable or proficient rating for the SLO according to the Internship/Capstone Paper grading rubric.

Web Portfolio

Benchmark

- 100% of graduating students will achieve an acceptable or proficient rating for the SLO according to the Web Portfolio grading rubric.
Graduating Student Exit Survey

Benchmark

- 90% of graduating students will perceive a high level of satisfaction from their learning experience

Internship Supervisor Evaluation

Benchmark

- 90% of Internship supervisors will perceive a high level of satisfaction with MSL interns.
Capstone/Internship Paper SLO Scoring Chart

1. Mastery of Sports Leadership Principles 2.9
2. Research and Examine Current Issues in Sport 2.3
3. Understanding Socio-Economics/Diversity 1.2
4. Apply Knowledge & Skills 2.8
5. Exhibit Graduate-Level Quality in Written Communication 2.8
6. Successful Utilization of Technology 2.4

AVG. 2.4

Acceptable Range Between 2-3
Web Portfolio SLO Scoring Chart

1. Mastery of Sports Leadership Principles 2.9
2. Research and Examine Current Issues in Sport 2.3
3. Understanding Socio-Economics/Diversity 1.8
4. Apply Knowledge & Skills 2.6
5. Exhibit Graduate-Level Quality in Written Communication 2.5
6. Successful Utilization of Technology AVG. 2.4

Acceptable Range Between 2-3
Summary of Action Steps

- Based on the Outcomes Assessment Data, the following was implemented in the next academic year:
  - Be more descriptive with Instructions for the Internship/Capstone Papers.
  - Be more detailed with content expectations for the Web-Portfolio to ensure that students reflect upon their understanding and exhibit competency in each of the 6 SLO areas.
  - Add a topic, discussion and deliverable that reflects an Understanding of Socio-Economics and Diversity (LO #3) to the foundational LDR 6410-Leadership and Organization in Sport course.
  - Allow students to take COP 6940-Personal and Career Development course to meet the need for an internship/job preparation course, which the Exiting Student Survey identified
AQA Data Reporting Help

- Identify your Direct and Indirect Measures of Student Learning
- You will need to collect at least 1 year of Data for your Outcomes Assessment Report.
- CPS’s Academic Quality Assurance Department was very helpful with interpreting and reporting the data for my COSMA Self-Study.
- Get involved with the accrediting body for your academic discipline.
- Ask faculty members with assessment and accreditation experience for help if you have any questions relating to your program.