

PROGRAM INFORMATION PROFILE

This profile offers information about the performance of a program in the context of its basic purpose and key features.

Name of Institution

Institution: Northeastern University

Program Accreditor: COSMA

Institutional Accreditor: NEASC

Date of Next Comprehensive Program Accreditation Review: COSMA Self-Study 2021-2022 with site visit in Spring 2022

Date of Next Comprehensive Institutional Accreditation Review: NEASC site visit was held in Fall 2018

To learn more about the accredited status of the program, click here: _____

Program Context and Mission

Program Mission: The Northeastern University Master of Sports Leadership program mission is to educate students for a life of fulfillment and accomplishment and to create and translate knowledge to meet global and societal Sports Leadership needs.

Program Goals:

1. Identify your leadership styles and strengths and take steps to improve your leadership capacity
2. Understand what it takes to build highly effective teams
3. Obtain approaches and techniques for effectively tackling ethical dilemmas
4. Explore the legal issues related to equipment use, facility management, and accommodation for special populations
5. Learn how to leverage sports for greater social and economic good
6. Examine the planning, scheduling, and financial issues associated with running a successful athletics program
7. Discover how to use sports to foster diversity, prevent violence, and improve the health of local and global communities

Brief Description of Student Population: The practice-oriented Sports Leadership master's degree is structured to accommodate mid-career athletic administrators and coaches, as well as individuals seeking to prepare for careers in the sports industry.

Admissions Requirements:

1. Statement of purpose identifying your educational goals and expectations from the program.
2. Professional resume that displays job responsibilities, relevant experience, and education history.
3. Two letters of recommendation.
4. Official undergraduate degree documentation.

Indicators of Effectiveness with Undergraduates As Determined by the Program

(N/A Our Program is a Graduate Degree)

1. Graduation
Year: _____ # of Graduates: _____ Graduation Rate: _____
2. Completion of Educational Goal (other than certificate or degree – if data collected)
of Students Surveyed: __ # Completing Goal: _____
3. Average Time to Certificate or Degree
1-Year Certificate: _____ 2-Year Degree: _____ 4-Year Degree: _____
4. Annual Transfer Activity
Year: _____ # of Transfers: _____ Transfer Rate: _____
5. Graduates Entering Graduate School
Year: _____ # of Graduates: _____ # Entering Graduate School: _____
6. Job Placement (if appropriate)
Year: _____ # of Graduates: _____ # Employed: _____
7. Licensure/Certification Examination Results: _____
8. Additional Indicators, if any: _____

Form developed by the Council for Higher Education Accreditation. © updated 2015

Program-Level Student Learning Outcomes Matrix –
Academic Year 2017 – 2018

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1: Specialized Knowledge - Articulate sports leadership principles, practices, and a solid knowledge of functions and essential skills required for organization and business success.					
Measure 1: (Direct) Final Supervised Internship Paper/Project Paper	90% of students will achieve meets or above standards on rubric scores (Thesis Statement & project focus rows of rubric)	69	69	100%	Exceeds expectation
Measure 2: (Indirect) Graduating Student Exit Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience. Used question: "Overall, I feel my expectations of the program were met"	14	14	100%	Exceeds expectation
Measure 3: (Indirect) Internship Supervisor Evaluation	90% of internship supervisors will perceive a high level of satisfaction with MSL interns. Used all questions in survey instrument	31	31	100%	Exceeds expectation
Measure 4: (Indirect) Summer/Winter Institute Survey	90% of students will perceive a high level of satisfaction from their learning experience. Used question: "Satisfaction with your overall graduate experience"	45	46	98%	Exceeds expectation
SLO 2: Broad and Integrative Knowledge - Effectively research and examine current issues in sport and society while drawing on the perspectives and methods of other fields of study and considering how personal leadership skills and assumptions can offer solutions for change.					
Measure 1: (Direct) Final Supervised Internship Paper/ Project Paper	90% of students will achieve meets or above standards on rubric scores (Analysis/Research rows of rubric)	69	69	100%	Exceeds expectation

Measure 2: (Indirect) Graduating Student Exit Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience. Used question: "Overall, I feel my expectations of the program were met"	14	14	100%	Exceeds expectation
Measure 3: (Indirect) Internship Supervisor Evaluation	90% of internship supervisors will perceive a high level of satisfaction with MSL interns. Used all questions in survey instrument	31	31	100%	Exceeds expectation
Measure 4: (Indirect) Summer/Winter Institute Survey	90% of students will perceive a high level of satisfaction from their learning experience. Used question: "Satisfaction with your overall graduate experience"	45	46	98%	Exceeds expectation
SLO 3: Applied and Collaborative Learning - Design and implement a project in an out-of-class setting that requires the application of advanced knowledge gained in sports leadership to a practical challenge; assess approaches, scholarly debates, or standards for professional performance applicable to the challenge.					
Measure 1: (Direct) Final Supervised Internship Paper/ Project Paper	90% of students will achieve meets or above standards on rubric scores (Solutions or Strategies, Applications and Connections rows of rubric)	69	69	100%	Exceeds expectations
Measure 2: (Indirect) Graduating Student Exit Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience. Used question: "Overall, I feel my expectations of the program were met"	14	14	100%	Exceeds expectations
Measure 3: (Indirect) Internship Supervisor Evaluation	90% of internship supervisors will perceive a high level of satisfaction with MSL interns. Used all questions in survey instrument	31	31	100%	Exceeds expectation
Measure 4: (Indirect) Summer/Winter Institute Survey	90% of students will perceive a high level of satisfaction from their learning experience.	45	46	98%	Exceeds expectation

	Used question: "Satisfaction with your overall graduate experience"				
SLO 4: Civic and Global Learning - Assess concepts, theories, and tools of policy development and strategic management relating to key factors including diversity and civic engagement and develop a position on how to use sports to foster diversity, prevent violence, and improve the health of local and global communities.					
Measure 1: (Direct) Sports in Society Final Paper: Role Playing Simulation	90% of students will achieve meets or above standards on rubric scores (all rubric rows) OR course grades	33	33	100%	Exceeds expectation
Measure 2: (Indirect) Graduating Student Exit Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience. Used question: "Overall, I feel my expectations of the program were met"	14	14	100%	Exceeds expectation
Measure 3: (Indirect) Internship Supervisor Evaluation	90% of internship supervisors will perceive a high level of satisfaction with MSL interns. Used all questions in survey instrument	31	31	100%	Exceeds expectation
Measure 4 (Indirect) Summer and Winter Institute Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience. Used question: "You were able to use the concepts learned in the program to address/develop a position on how to use sports to foster diversity, prevent violence, and/or improve the health of local and global communities. "	46	46	100%	Exceeds expectation
SLO 5: Experiential Learning - Synthesize and transfer learning to new, complex situations within course work or beyond the classroom via experiential opportunities in the program.					
Measure 1: (Direct) Sports Leadership Web- Portfolio	90% of students will achieve meets or above standards on the rubric scores (all rubric rows)	69	69	100%	Exceeds expectation
Measure 2: (Indirect)	90% of graduating students will perceive a high level of satisfaction from their learning experience.	14	14	100%	Exceeds expectation

Graduating Student Exit Survey	Used question: "Overall, I feel my expectations of the program were met"				
Measure 3: (Indirect) Internship Supervisor Evaluation	90% of internship supervisors will perceive a high level of satisfaction with MSL interns. Used all questions in survey instrument	31	31	100%	Exceeds expectation
Measure 4: (Indirect) Summer/Winter Institute Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience. Used question: "Satisfaction with your overall graduate experience"	45	46	98%	Exceeds expectation
**Explanation of course action for intended outcomes not realized:					

Notes: 1) If you are using different direct and indirect measures for different degree programs, please replicate this form, using one form for each program that has different measures. If different programs use the same measures, only one copy of this form is needed. 2) At a minimum, you are required to use two direct and two indirect measures to assess all of your student learning outcomes. You are not required to measure each student learning outcome with more than one measure, though it is encouraged. This matrix offers space to show that you have more than one measure for each SLO, but it is not required.

Program-Level Operational Effectiveness Goals Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1 - Strengthen the MSL Program's position in the sports management education marketplace			
Measure 1: Annual SWOT Analysis of MSL program	MSL program should show positive growth and presence in the sports management education marketplace	The annual SWOT Analysis has shown that the MSL Program has a strong presence in region and online.	Meets expectation
Measure 2: Graduation and Retention Rates for MSL program	Enrollments of at least 35 students per year and retention of 85%	There were 53 graduates from the Master of Sports Leadership program in the Spring 2018 Commencement Ceremony.	Exceeds expectation
Measure 3: Job placement of MSL graduates	75% of MSL graduates will be employed in some segment of the sports industry	N/A Data being compiled in 2018-19 academic year	Does not meet expectation
Measure 4: COSMA Accreditation Status	MSL Program will be on track for COSMA Re-Affirmation in 2022	MSL Program has begun planning for program self-study based on AY19 data	Meets Expectations
OEG 2 - Ensure that MSL Faculty are delivering excellence in sports management education			
Measure 1: Course Evaluations	MSL faculty score at least a 5.0 on 6.0 scale in Faculty Teaching Evaluations	93% of students in SLDR courses* stated the teaching effectiveness as somewhat or very effective. (*Winter 2018 and Spring 2018 after instrument was updated)	Exceeds expectation
Measure 2: Full-Time MSL Faculty Annual Reviews	Full-Time MSL Faculty will receive a positive Annual Assessment/review from the Associate Dean	Full-Time MSL Faculty received a positive annual review from Faculty Director and Associate Dean	Meets expectation
Measure 3: Professional Development Seminar Attendance	Full-Time MSL Faculty should attend multiple professional	Full-Time MSL Faculty attended NCAA Convention	Meets expectation

	development conferences, training sessions and meetings each year	and COSMA Conference, and the CPS professional development sessions during 2017-18 year.	
OEG 3 - Engage Alumni in shaping the future of the MSL Program			
Measure 1: MSL Alumni Information Updates	Compile information from 90% of MSL Program Alumni	N/A Data being compiled in 2018-19 academic year	Does not meet expectation
Measure 2: Host MSL Alumni Reception	Work with Alumni Relations to create and host an MSL Alumni Event	We successfully coordinated alumni receptions at the 2017 Summer Institute and 2018 Winter Institute	Meets expectation
Measure 3: Host First-ever MSL Advisory Board Meeting	Identify and invite candidates to join Inaugural MSL Advisory Board	MSL Advisory Board is being revamped and plans are being made to hold meeting in 2019.	Does not meet expectation
Measure 4: Administer MSL Alumni Survey	Create and administer MSL Alumni Survey to gather further information from alumni	Alumni survey has not yet been administered. We are looking to send out MSL Alumni Survey in 2019.	Does not meet expectation
<p>**Explanation of course action for intended outcomes not realized:</p> <p>Operational Effectiveness Goal #1: Strengthen the MSL Program’s position in the sports management education marketplace</p> <ul style="list-style-type: none"> The expectation is that 75% of MSL graduates will be employed in some segment of the sports industry. (We did not meet expectation because our alumni base has grown to a point where we need to employ a student to compile this information. It will be part of a XN Project that will be sponsored the Sports Leadership program during the 2018-19 academic year.) <p>Operational Effectiveness Goal #3: OEG 3 - Engage Alumni in shaping the future of the MSL Program</p> <ul style="list-style-type: none"> The expectation is that we would compile information from 90% of MSL Program Alumni. (We did not meet expectation because our alumni base has grown to a point where we need to employ a student to compile this information. It will be part of a XN Project that will be sponsored the Sports Leadership program during the 2018-19 academic year.) The expectation for hosting an Inaugural MSL Advisory Board Meeting has not yet been met. (MSL Advisory Board is being revamped and plans are being made to hold meeting in 2019.) The expectation for administering an MSL Alumni Survey has not yet been realized and we plan to administer the survey in 2018-19. 			

Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.