

University of Minnesota Crookston  
Assessment of Student Learning

Major: Sport and Recreation Management

5/14/2020

Assessment Method & Procedures	Data Collection Frequency	Reporting Timeframe	Results	Planned Improvements Based on Results	
<b>Program Learning Outcome 1. Demonstrate a fundamental understanding of the various aspects of issues present in the sport industry.</b>					
Outcome 1.1 Identify and describe effective leadership styles as it relates to athletics administration.	70 percent of students receive a passing grade of B or higher on the leadership skills, critiquing a mission statement, creating a job description, and crisis communication assignments in SRM 3005.	every 3 years	2020	88% of the students received a B or higher on the relevant assignments.	This is the first time this class has been offered. Will re-evaluate the rubric for these assignments.
Outcome 1.2 Evaluate issues related to managing and developing athletic programming.	70 percent of students receive a passing grade of B or higher on the SWOT Analysis, Risk Management Critique, and Summer Camp assignments.	every 3 years	2020	83% of students received a B or higher on the related assignments.	This is the first time this class has been offered. Will re-evaluate the rubric for this assignment.
<b>Program Learning Outcome 2. Identify the multifaceted purposes, special requirements, and security issues of sport facilities</b>					
Outcome 2.1 Examine the principles associated with the budgeting and financing of a facility plus adherence to legal responsibilities and risk management procedures.	70 percent of students receive a passing grade of B or higher on exam 2 and risk identification assignment in SRM 3002.	every 3 years	2020	93% received B or higher in the relevant assignments.	Include a risk management plan assessment.
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 on exam 1 in SRM 3003.	every 3 years	2020	69% received a B or higher on exam 1.	Re-evaluate assessments and preparation for assessments.
<b>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.</b>					
Outcome 2.1 Identify the components of an effective marketing strategy as it relates to athletics administration.	70 percent of students receive an passing grade of a B or higher on the final project in SRM 3005.	every 3 years	2020	88% received a B or higher on the final project.	This is the first time this class has been offered. Will re-evaluate the rubric for this assignment.

	Outcome 2.2 1. Outline the role of markets in allocating scarce resources.	70 percent of students receive a passing grade of B or higher on the Naming Rights Assignment in SRM 3012.	every 3 years	2020	95% received B or higher on the Naming Rights Assignment.	Better refine the scoring rubric.
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**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 Interpret the rules and regulations that govern employment relationships, including the rights, privileges, duties, and responsibilities of both labor and management.	70 percent of the students receive a passing grade of a B or higher on the first exam, final exam, MLB Anti-trust assignment, and contracts assignment.	every 3 years	2020	75% of the students received a B or higher on the relevant tests and assignments.	Develop new assessments related to collective bargaining.
	Outcome 2.2 Examine the implications of sex, race, age, and disability discrimination and be able to apply nondiscriminatory principles and policies within sport settings.	70 percent of students receive a passing grade of a B or higher on the Chapter 16 learning activity assignment in SRM 3002.	every 3 years	2020	93% of the students received a B or higher on the Chapter 16 learning activity assignment.	This assignment focuses mostly on disability discrimination. Add an assessment related to other areas of discrimination.