

University of Minnesota Crookston
Assessment of Student Learning

Major: Sport and Recreation Management

5/11/2017

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 Recognition of concepts essential to the Sport & Recreation Management field.	70 percent of students receive a passing grade of B or higher in SRM 2020 exams	Annual	2017	Exam 1-80% Exam 2-53% Exam 3-90%	Exam 2 stands out as an anomaly. Will need to look at exam 2 to see what happened.
Outcome 1.2 Identifying Social issues concerning the Sport & Recreation management field	70 percent of students receive a passing grade of B or higher in SRM 3200 exams	Annual	2017	Exam 1-41% Exam 2-46% Exam 3-69% Exam 4-31%	The exam results here indicate students are not transferring information from activities and readings to the exam. Review sessions might be helpful
Outcome 1.3 Compare and contrast social issues related to Sport and Recreation Management	70 percent of students receive a B or higher on the case studies in SRM 3200 and SRM 2020	Annual	2017	SRM 2020-85% SRM 3006-91%	Change up case studies to include more critical thinking and application.
Program Learning Outcome 2. Identify the multifaceted purposes, special requirements, and security issues of sport facilities					
Outcome 2.1 Organize and run an event	70 percent of students receive a passing grade of B or higher in running the event management project in SRM 3003	Annual	2017	83% received B or higher in event management project	Rubric changes might be needed to involve more critical thinking.
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 Understand Marketing as it relates to sport	70 percent of students receive an passing grade of B or higher on all 3 exams in SRM 3006.	Annual	2017	Exam 1-53% Exam 2-76% Exam 3-81%	Review day before exam
Outcome 2.2 Research and evaluate marketing efforts of a sports organization	70 percent of students receive a passing grade of B or higher in the Research project in SRM 3006		2017	87.50%	Maintain rubric and assessment criteria. Re-evaluate as needed
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 in SRM 3002.	Annual	2017	95% received a B or higher on the case brief	Additional assessment is needed to involve critical thinking. Case brief is a "you have it or you don't" type of assignment.
Outcome 2.2 Analyzing legal aspects of sport and synthesizing legal aspect of sport in case studies	70 percent of students receive a passing grade of a B or higher on case studies in SRM 3002		2017	87% received a B or higher on case studies	Maintain rubric and assessment criteria. Have students brief cases covered in class.