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: Slippery Rock University
Program Accradiator: Commission on Sport Management Alliance
Institutional Accradiator: Middle States Commission on Higher Education (MSCHE)
Date of Next Comprehensive Program Accreditation Review: 2025
Date of Next Comprehensive Institutional Accreditation Review: 2020

To learn more about the accredited status of the program, click here: http://www.sru.edu/academics/colleges-and-departments/cob/departments/sport-management/mission-outcomes-accreditation

http://www.sru.edu/academics/colleges-and-departments/cob

http://www.sru.edu/offices/academic-and-student-affairs/accreditation

Program Context and Mission

Program Mission:
The Department of Sport Management at Slippery Rock University strives to be a leader in providing practical and transformative undergraduate education, with a focus on student success in the field of sport business. We encourage our students’ intellectual, personal, and professional growth through a challenging academic program augmented by relevant experiential requirements. As one of the oldest academic Sport Management programs in the country, we are committed to maintaining our reputation as one of the sport industry’s premier partners in sport management education. In pursuit of our mission, we primarily focus our efforts on:

• Providing quality undergraduate instruction through engaging pedagogy
• Preparing students to critically analyze issues and problems related to sport business
• Ensuring students are proficient in the outcome areas of communication, critical thinking and problem solving, values and ethics, social awareness and civic responsibilities, global interdependence, personal development, aesthetic perception and ability and professional proficiency
• Requiring sufficient contact hours in practical settings to enhance student learning
• Connecting students to the university community, the profession and to the world
Program Goals/Student Outcomes:

1. **Communication:** Communicate effectively in speech and in writing, using appropriate information sources, presentation formats, and technologies.

2. **Critical Thinking and Problem Solving:** Identify, analyze, synthesize and evaluate information and ideas through professional performance in simulated sport industry environments such as an internship, practicum or volunteer experience.

3. **Diversity, Ethical, Legal and Financial Practices:** Integrate diverse, ethical, legal and financial principles, and understand their impact on decision making in sport managerial situations.

4. **Professional Proficiency and Development:** Apply knowledge and skills to meet professional competencies within sport industry.

5. **Technological and Global Interdependence:** Demonstrate proficiency in use of current technologies and exhibit understanding of the global sport industry.

Brief Description of Student Population: The majority of the students are traditional and transfer students. To view Slippery Rock University’s Spring 2018 Student Profile Report go to: [http://www.sru.edu/Documents/offices/PRMA/enrollment/SRU_Profile_Sp18.pdf](http://www.sru.edu/Documents/offices/PRMA/enrollment/SRU_Profile_Sp18.pdf)

Admissions Requirements:

Students are admitted to Slippery Rock University of Pennsylvania for the fall semester, spring semester, or a summer term. The university calendar should be consulted for specific starting dates. Applicants are considered for admission on a rolling basis. Criteria and deadlines used to determine admission to the university are defined by an applicant’s admission category. Admission to the university may be subject to space availability and criteria used for admission to the university are subject to change.

**Freshmen Applicants**

Any high school graduate (or anyone who will be a high school graduate prior to attendance) or anyone who has passed the General Educational Development test (GED) who has not yet enrolled at a college, university, or other postsecondary educational institution and intends to enroll at Slippery Rock University to pursue a degree granting program shall apply for admission as a new freshman.

Students who enroll in dual-enrollment college credit programs prior to high school graduation are still considered new freshmen students.
Admission Guidelines for New Freshmen

New freshmen are admitted to Slippery Rock University on a rolling basis for all terms. Admission criteria used to evaluate an applicant usually include the student’s previous academic record and standardized test scores. Admission guidelines are based upon the academic profiles of previously successful students. First-time, full-time students (new freshmen) who succeed most often at Slippery Rock possess a cumulative grade point average of 3.0 on a 4.0 scale in high school as well as SAT or ACT scores that are above average at the time of admission. Other students who apply may be asked to supply additional information and may be considered for admission on an individual basis using a Waitlist process. Additional admission criteria for applicants on the Waitlist may include: high school course rigor, grade trends, grades in core college preparatory courses and class rank (if available). Waitlisted applicants are offered admission on a rolling, space available basis and applicants closest to the academic and standardized test admission guidelines are offered admission most frequently.

Waitlisted applicants are offered admission on a rolling, space available basis and applicants closest to the academic and standardized test admission guidelines are offered admission most frequently.

Slippery Rock University recommends that entering freshmen complete a college preparatory curriculum in high school consisting of four years of English; three years of social studies (with a fourth year recommended); three years of science with two years laboratory science; three years of mathematics (with a fourth year recommended, including algebra one, algebra two and geometry). Two years of a foreign language in the same language is preferred but not required.

How to Apply for Admission as a New Freshman

Applicants need to supply the following credentials to apply for admission:

- A completed Application for Admission (admission applications are available through the Office of Admissions and via the web at www.sru.edu)
- A $ 30.00 application fee (non-refundable)
- Official high school transcripts or GED, and senior year (12th Grade) class schedule if enrolled in high school
- Official Composite Test Scores from the SAT or ACT

Official transcripts are those that either 1) are sent directly from the school to Slippery Rock University’s Office of Admissions, or 2) are delivered to Slippery Rock University’s Office of Admissions in a sealed envelope from the school. No other transcripts will be considered official. Transcripts should reflect all grades up through the end of the junior year (six completed semesters). Final official high school transcripts documenting graduation from high school will be required upon graduation prior to the start of the initial semester of enrollment. Failure to document high school graduation will result in the revocation of admission.

Slippery Rock University recommends that official transcripts include a student’s complete curricular and grading history, semester and cumulative grade/quality point averages (both weighted and un-weighted if weighting is practiced), and class rank if calculated. If the high school uses a percentage grading scale, any conversion guide to a 4.0 scale is also recommended. Home schooled students should supply transcripts of home school curriculum as well as any previous high school transcripts if applicable.

If an applicant is submitting a GED rather than a high school diploma, the GED documentation must be a copy of the diploma and include the official test results.

Slippery Rock University accepts either the SAT or ACT for the purposes of an admission decision, freshmen course scheduling, as well as Honors Program and Freshmen scholarship consideration. SAT or ACT scores are required for admission consideration for current high school students, home schooled students, or students who graduated from high school less than 2 years ago. Adult students who graduated from high school more than two years ago are not required to submit standardized test scores. Official SAT or ACT scores are results that arrive at the Slippery Rock University Office of
Admissions either 1) electronically directly from the testing agency, 2) directly from the high school records office, or 3) delivered on hard copy to the Slippery Rock University Office of Admissions directly from the testing agency. Slippery Rock University does not require ACT or SAT subject tests for admission or scholarship purposes. Only ACT and SAT composite scores are used for admission and scholarship consideration.

Credentials should be directed to the Office of Admissions at Slippery Rock University. Once all credentials are received, Slippery Rock University admits new freshmen on a rolling basis for all terms. Applicants who are offered admission must reply to Slippery Rock University to accept their offers of admissions, along with submitting a required enrollment deposit, before they are considered admitted. Admission offers not acted upon by making an enrollment deposit, are subject to rescission after May 1 of the student’s senior year of high school. New freshmen students seeking admission for the fall semester are encouraged to apply early in the preceding fall prior to enrollment.

Freshman admission is valid for the term it is offered, or any subsequent term for not later than one academic year, as long as a student does not enroll in college courses at another college/university. Students who enroll in college courses elsewhere must reapply for admission as a transfer student for the semester they wish to enroll in. Students wishing to defer admission should contact the Office of Admissions.

**Freshmen Residence Requirement**

All new freshmen are required to live on campus. Freshmen students living with their parents or legal guardian within a reasonable commuting distance may request a release from this requirement in order to commute from home. The Residence Life Housing Appeals Board will review all written requests for this exception.

**Transfer Students**

Transfer students are students who have graduated from high school and have subsequently enrolled in coursework at another college, university, or other type of post-secondary institution without completing a baccalaureate degree and intend to enroll at Slippery Rock University to pursue a degree-granting program. High school students who complete post-secondary coursework prior to their high school graduation or during the summer after graduation are considered new freshmen.

Transfer students must be in good standing and eligible to return to the last institution attended in order to receive an offer of admission to Slippery Rock University. Transfer applicants who receive offers of admission generally hold a minimum cumulative grade point average of 2.0 or greater on a 4.1 scale from all institutions attended. Students who attended Slippery Rock University as degree seeking students and then stopped attending the university for any reason are considered readmission students. These students should contact their former college dean’s office or go on-line for an application for readmission.

Students who plan to transfer to Slippery Rock University must apply for admission to the university by submitting the following credentials to the Office of Admissions:

- A completed Application for Admission (admission applications are available through the Office of Admissions and via the web at www.sru.edu)
- A $30.00 Application fee (non-refundable)
- Official transcripts from each post-secondary institution attended.
- Official high school transcripts may be requested depending on the number of transfer credits earned at the time of application. Students who hold a GED and not a high school diploma, should submit:
  - Official High School transcript, that delineates completed coursework at the time of departure from school, and
  - Official copy of the GED test scores.
A qualified student who is enrolled at another institution at the time of application to Slippery Rock University may be granted provisional admission until all current coursework is successfully completed and final official transcripts are submitted to the Office of Admissions.

**How Are Transfer Credits Evaluated?**

An unofficial evaluation of credits earned at a post-secondary institution is provided upon request. An official evaluation is provided when a student accepts the offer of admission by submitting an enrollment deposit. Courses in which grades of C and higher are earned are accepted in transfer provided the student meets all regular admission requirements. Students who qualify for the Academic Passport program may be allowed to transfer credits for which a D grade has been earned (see Academic Passport).

To qualify for graduation a student must fulfill all Slippery Rock University academic requirements and complete 30 of their last 45 credits in residence at the university. To be considered for graduation with honors, students must earn a minimum of 60 credits at Slippery Rock University (see Honors at Graduation).
Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation
   Year: 2017-2018  # of Graduates: 37  Graduation Rate: 75.5%

2. Completion of Educational Goal (other than certificate or degree – if data collected)
   # of Students Surveyed: Data Not Available   # Completing Goal: Data Not Available

3. Average Time to Certificate or Degree
   1-Year Certificate: _______  2-Year Degree: _______  4-Year Degree: X

4. Annual Transfer IN Activity
   Year: 2017-2018  # of Transfers: 17  Transfer Rate: 32.7%

5. Graduates Entering Graduate School
   Year: 2017-2018  # of Graduates: 13  # Entering Graduate School: Data Not Available

6. Job Placement (if appropriate)
   Year: 2017-2018  # of Graduates: 13  # Employed: Data Not Available

7. Licensure/Certification Examination Results: Not Applicable

8. Additional Indicators, if any:

Fall 2017 Student Profile Report
http://www.sru.edu/Documents/offices/PRMA/enrollment/SRU_Profile_F17.pdf

Spring 2018 Student Profile Report
http://www.sru.edu/Documents/offices/PRMA/enrollment/SRU_Profile_Sp18.pdf
# Program - Level Student Learning Outcomes Matrix - Academic Year 2017-2018

## DIRECT MEASURES:

**SLO #1: Communication**: Communicate effectively in speech and in writing, using appropriate information sources, presentation formats, and technologies.

<table>
<thead>
<tr>
<th>Measure 1: Eighty percent (80%) of students completing the comprehensive senior examination will score at least 80 or higher.</th>
<th>Senior Comprehensive Exam (Direct)</th>
<th>37</th>
<th>37</th>
<th>100%</th>
<th>Meets Expectations</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Measure 2: Eighty percent (80%) of students completing the electronic portfolio will score 80 or higher on the electronic portfolio.</th>
<th>Electronic Portfolio (Direct)</th>
<th>39</th>
<th>24</th>
<th>62%</th>
<th>Does Not Meet Expectation</th>
</tr>
</thead>
</table>

**SLO #2: Technological and Global Interdependence**: Demonstrate proficiency in use of current technologies and exhibit understanding of the global sport industry.

<table>
<thead>
<tr>
<th>Measure 1: Eighty-five percent (85%) of the students will score 80 or higher on the electronic portfolio.</th>
<th>Electronic Portfolio (Direct)</th>
<th>39</th>
<th>24</th>
<th>62%</th>
<th>Does Not Meet Expectation</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Measure 2: Eighty-five percent (85%) of students will score 80 (&quot;Good&quot;) or higher on the International Sports Event Research Paper.</th>
<th>International Sports Event Research Paper (Direct)</th>
<th>80</th>
<th>72</th>
<th>90%</th>
<th>Meets Expectations</th>
</tr>
</thead>
</table>

## INDIRECT MEASURES:

**SLO #4: Professional Proficiency and Development**: Apply knowledge and skills to meet professional competencies within sport industry.

<table>
<thead>
<tr>
<th>Measure 1: Eighty percent (80%) of graduating seniors will score 80 or higher on the senior project assignment.</th>
<th>Senior Project (Direct)</th>
<th>16</th>
<th>16</th>
<th>100%</th>
<th>Meets Expectations</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Measure 2: Eighty percent (80%) of agency supervisors will respond &quot;YES&quot; the student completing the internship experience was equipped for the internship. (Question #47)</th>
<th>Internship Supervisor’s Final Evaluation (Indirect)</th>
<th>35</th>
<th>33</th>
<th>94%</th>
<th>Meets Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measure 3: Eighty five percent (85%) of the students will score 95 (&quot;Near Target&quot; or higher) on their practicum experience.</td>
<td>Practicum Supervisor’ s Final Evaluation (Indirect)</td>
<td>103</td>
<td>96</td>
<td>99%</td>
<td>Meets Expectations</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>

**SLO #5: Critical Thinking and Problem Solving:** Demonstrate ability to identify, analyze, synthesize and evaluate information and ideas through professional performance in simulated sport industry environments such as an internship, practicum or volunteer experience.

<table>
<thead>
<tr>
<th>Measure 1: Eighty percent (80%) of agency supervisors will respond “YES” the student completing the internship was equipped for the internship. (Question 640)</th>
<th>Internship Supervisor’ s Final Evaluation (Indirect)</th>
<th>35</th>
<th>33</th>
<th>94%</th>
<th>Exceeds Expectations</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Measure 2: Eighty five percent (85%) of the students will score 95 (&quot;Near Target&quot; or higher) on their practicum experience.</th>
<th>Practicum Supervisor’ s Final Evaluation (Indirect)</th>
<th>103</th>
<th>96</th>
<th>98%</th>
<th>Exceeds Expectations</th>
</tr>
</thead>
</table>
## Program-Level Operational Effectiveness Outcomes Matrix

<table>
<thead>
<tr>
<th>Identify Each Operational Effectiveness Goal and Measurement Tool(s)</th>
<th>Identify the Benchmark</th>
<th>Data Summary</th>
<th>Assessment Results:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OEG 1: To optimize undergraduate enrollment and retention</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Measure 1: Graduation/Retention Rates</strong></td>
<td>Eighty percent of the seniors enrolled during the 2017-2018 academic year will graduate from the sport management program.</td>
<td>75.5% of the seniors enrolled during the 2017-2018 academic year graduated.</td>
<td><strong>1. Does not meet expectations</strong></td>
</tr>
<tr>
<td><strong>Measure 2: Senior Exit Interview</strong></td>
<td>Eighty percent of the students will indicate they were prepared to apply critical thinking skills to solve problems and make managerial decision through the integration of theory and practice.</td>
<td>87% of the students responded that they were extremely (55%) or very (32%) prepared to apply critical thinking skills to solve problems and make managerial decision through the integration of theory and practice.</td>
<td><strong>2. Meets Expectation</strong></td>
</tr>
<tr>
<td><strong>OEG 2: To maintain COSMA Accreditation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Measure 2: COSMA Reaffirmation of accreditation Self-study and Site-Visit</strong></td>
<td>Gather data during 2015-2016 academic year for self-study and submit self-study Fall 2017 and conduct site visit spring 2018.</td>
<td>Self-study document was submitted, and site visit was conducted during spring 2018.</td>
<td><strong>2. Meets Expectation</strong></td>
</tr>
<tr>
<td><strong>OEG 3: To maintain and establish relationships with sport organizations</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Measure 1: Internship Placement</strong></td>
<td>Ninety (90%) percent of SPMT students will be placed in internships during senior seminar.</td>
<td>Ninety percent (90%) of SPMT students were placed into internships during 2017-2018 senior seminar.</td>
<td><strong>3. Exceeds Expectation</strong></td>
</tr>
<tr>
<td><strong>Measure 2: Alumni Advisory Board</strong></td>
<td>Sport Management Alumni Advisory Board (SMAAB) will meet twice during the academic year to provide feedback about SPMT program and curriculum.</td>
<td>Sport Management Alumni Advisory Board (SMAAB) held a conference call during fall 2017 and a conference call was conducted with site visit team during spring 2018.</td>
<td><strong>2. Meets Expectations</strong></td>
</tr>
<tr>
<td>Measure 1: University Approval to hire faculty</td>
<td>Develop request/proposal to hire faculty during 2019-2020.</td>
<td>Submit request/proposal to hire faculty during 2019-2020.</td>
<td>4. Insufficient data</td>
</tr>
<tr>
<td>Measure 2: Recruit and Hire Faculty</td>
<td>Collaborate with SRU’s Office of Diversity and Equal Opportunity and Office of Human Resources to review faculty search procedures and develop a recruitment plan during 2019-2020.</td>
<td>Conduct search process and hire faculty during 2019-2020 academic year.</td>
<td>4. Insufficient data</td>
</tr>
</tbody>
</table>

**Explanation of course action for intended outcomes not realized:**

All insufficient data will be available and submitted to COSMA during 2019-2020 academic year.

**Measure: University Approval to add graduate program** - A graduate program approval request/proposal will be submitted during 2019-2020 academic year.

**Measure: University Approval to hire faculty** - Submit request/proposal to hire faculty during 2019-2020 academic year.

**Measure: Recruit and hire Faculty** - Conduct search process and hire faculty during 2019-2020 academic year.

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.