

University of Minnesota Crookston
Assessment of Student Learning

Major: Sport and Recreation Management

5/18/2022

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 Develop a public relations strategy (to include crisis communication) as it relates to athletics administration.	70 percent of students receive a passing grade of B or higher on the crisis communication assignment in SRM 3005.	every 3 years	2022	89% of students received a B or higher on the assignment. Re-evaluate rubric.
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 meals budgeting, fundraising questions, and final marketing plan assignments in SRM 3005.	every 3 years	2022	93% of students received a B or higher on these assignments. Create new assignments related to these topics.
Program Learning Outcome 2. Identify the multifaceted purposes, special requirements, and security issues of sport facilities				
Outcome 2.1 Recognize the basic principles associated with Facility Planning and Strategic Planning, to include the development of a Facility Master Plan.	70 percent of students receive a passing grade of B or higher on the Facility Design assignment in SRM 3003.	every 3 years	2022	69% of students received a B or higher on the facility design assessment. Use discussions in class to reinforce how to factor in the needs of the patrons when designing a facility.
Outcome 2.2 Evaluate indoor and outdoor sport facilities.	70 percent of students receive a passing grade of B or higher on their facility tour assignments in SRM 3003.	every 3 years	2022	79% of students received a B or higher on the facility tour assignments. Provide students with a more specific rubric for these assignments.
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 3.1 Demonstrate an understanding of sport marketing with special emphasis placed on pricing and promotional strategies.	70 percent of students receive an passing grade of a B or higher on the Beer Promotions in College Sports Assignment in SRM 3006.	every 3 years	2022	88% of students received a passing grade of B or higher.	Continue evaluating this assignment for relevance.
	Outcome 3.2 Appraise the marketing strategies of a professional sport organization.	70 percent of students receive a passing grade of B or higher on the Adopt-a-Team Final Marketing Project in SRM 3006.	every 3 years	2022	63% of students received a passing grade of B or higher.	Review rubric to make sure assignment continues to capture this outcome.

Program Learning Outcome 4. Demonstrate an understanding of various legal aspects of sport including negligence, risk management, contract law, and ADA compliance.

	Outcome 4.1 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 the students receive a passing grade of a B or higher on the ADA assessment assignment in SRM 3002.	every 3 years	2022	73% of students received a B or higher on the assignment.	Focus on specific ADA requirements for facilities and discuss how sport organizations can address them.
	Outcome 4.2 Explore the theory of tort law, examine the legal defenses for negligence, and formulate an ability to apply risk management techniques within sport contexts.	70 percent of students receive a passing grade of a B or higher on the Chapter 17 discussion questions assignment in SRM 3002.	every 3 years	2022	85% of students received a B or higher on the assignment.	Continue to cover relevant cases regarding negligence and risk management.