



**PREPARING  
EXEMPLARY  
PRACTITIONERS**

FIELD-BASED  
INQUIRY  
PROFESSIONAL  
EXCELLENCE  
BETTERMENT  
OF SOCIETY

Adaptive • Proactive • Decisive • Leading • Reflective • Inquisitive  
Knowledgeable • Collaborative • Empathetic • Culturally Sensitive

# DATA PROGRAM REPORT

## B.S. SPORT MANAGEMENT

The University of West Georgia

Fall 2017 | Spring 2018

Prepared by:

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# GOALS FOR IMPROVEMENT 2017-2018

Directions: Review progress toward 2017-2018 goals data found in this annual report. Complete the table and consider the results of your efforts as you plan for 2018-2019. Record your progress (BLUE form) at <https://goo.gl/forms/KZGjMrMIsV7jvP4B2>

To record 2018-2019 goals, please click here (RED form): <https://goo.gl/forms/S9M8BZP60UbYPWfm1>

Sport Management, B.S. SMART	STRATEGY(IES) YOUR PROGRAM WILL USE TO ACHIEVE THIS GOAL	PROGRESS	DATA USED TO INFORM RESPONSES	STRATEGIC IMPERATIVE	PLANS TO GROW PROGRAM	DISTICTIVE FEATURES
Average aggregate score of 3 "proficient" or higher in each of the four rubric criteria: format, education section, experience section, honors/activities/leadership	In Pre-Internship, students are required to take their resumes to Career Services and have it reviewed by a Career Services resume specialist.		Resume rubric data from Tk20.	Student Success	We will continue to use marketing and recruiting strategies to promote our programs with prospective students (e.g., Preview Day appearances, utilizing SPMG alumni, and increasing community presence).	The University of West Georgia Sport Management program (SPMG) is designed to serve society by developing responsible leaders for the world of sport business. What makes our SPMG program unique is our focus on experiential learning, which includes: Action-oriented curriculum in which the students learn by practicing and performing the tasks they will be expected to do in their professional positions. Student-centered teaching that is the product of the faculty's commitment to the holistic development of students. Market-driven instruction that is cutting-edge and ensures that the knowledge bases, skills, and competencies in the curriculum are those that are demanded by industry employers. Mutually beneficial partnerships with sport properties that are developed to further solidify the bond between industry and the university.
To increase enrollment by 5% in the 2017-2018 academic year.	We will continue to use marketing and recruiting strategies to promote our programs with prospective students (e.g., Preview Day appearances, utilizing SPMG alumni, and increasing community presence).		Banner enrollment data.	Student Success		
90% of SPMG 4584 Pre-Internship seminar students, who qualify and elect to participate in the internship program, will be placed with an agency within 2 academic terms.	The internship is the culmination of a student's experiential learning in Sport Management. Helping place students in qualified internship sites is one of the most important things our faculty can do to maximize the chances of our students obtaining an entry level position in the sport industry. Our strategy will be to improve student career-readiness experiences by involving both internal and external partners.		Tracking system with COE advising center.	Academic Success		
40% of active SPMG majors will graduate in 2 years or less.	Implement an internal tracking system after SPMG 3670 Practicum.		Banner student progress reports from COE advising center	Academic Success		

# SPMG 3670 WRITTEN COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	Course Work Due date	Course Work Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Spring Semester 2018	SPMG 3670	Practicum	01	2018-05-08	SPMG 3670 Dream Job Report Spring 2018	SPMG 3670 Written Communication Rubric	27	19	8	10
Spring Semester 2018	SPMG 3670	Practicum	02	2018-05-08	SPMG 3670 Dream Job Report Spring 2018	SPMG 3670 Written Communication Rubric	21	17	4	17
Fall Semester 2017	SPMG 3670	Practicum	01	2017-12-08	SPMG 3670 Dream Job Report-Pre Assignment Fall 2017	SPMG 3670 Written Communication Rubric	19	19	0	19
Fall Semester 2017	SPMG 3670	Practicum	02	2017-12-08	SPMG 3670 Dream Job Report-Pre Assignment Fall 2017	SPMG 3670 Written Communication Rubric	27	25	2	25

**THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 3670 Written Communication Rubric**

SPMG 3670 Written Communication Rubric															
Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Context of and Purpose for Writing Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).	0	0%	19	27.14%	45	64.29%	6	8.57%	1	1.41%	70	2.81	3	3	0.57
Content Development	0	0%	28	40%	34	48.57%	8	11.43%	1	1.41%	70	2.71	3	3	0.66
Genre and Disciplinary Conventions Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).	0	0%	21	35%	37	61.67%	2	3.33%	11	15.49%	60	2.68	3	3	0.53
Sources and Evidence	5	8.77%	24	42.11%	21	36.84%	7	12.28%	14	19.72%	57	2.53	2	2	0.82
Control of Syntax and Mechanics	1	1.43%	22	31.43%	40	57.14%	7	10%	1	1.41%	70	2.76	3	3	0.64
<b>Total/Percentage</b>	<b>6</b>	<b>1.83%</b>	<b>114</b>	<b>34.86%</b>	<b>177</b>	<b>54.13%</b>	<b>30</b>	<b>9.17%</b>	<b>28</b>	<b>7.89%</b>	<b>327</b>				

# SPMG 3670 ORAL COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	Course Work Due date	Course Work Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2017	SPMG 3670	Practicum	01	2017-12-08	SPMG 3670 Practicum Experiences Presentation Fall 2017	SPMG 3670 Oral Communication Rubric	17	17	0	17
Fall Semester 2017	SPMG 3670	Practicum	02	2017-12-08	SPMG 3670 Practicum Experiences Presentation Fall 2017	SPMG 3670 Oral Communication Rubric	27	23	4	23
Spring Semester 2018	SPMG 3670	Practicum	01	2018-05-08	SPMG 3670 Practicum Experiences Presentation Spring 2018	SPMG 3670 Oral Communication Rubric	27	19	8	0
Spring Semester 2018	SPMG 3670	Practicum	02	2018-05-08	SPMG 3670 Practicum Experiences Presentation Spring 2018	SPMG 3670 Oral Communication Rubric	21	18	3	18

## THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4584 Oral Communication Rubric

### SPMG 4584 Oral Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Organization	0	0%	16	28.07%	32	56.14%	9	15.79%	0	0%	57	2.88	3	3	0.65
Language	0	0%	18	31.58%	28	49.12%	11	19.3%	0	0%	57	2.88	3	3	0.7
Delivery	0	0%	27	48.21%	19	33.93%	10	17.86%	1	1.75%	56	2.7	3	2	0.75
Supporting Material	0	0%	31	54.39%	18	31.58%	8	14.04%	0	0%	57	2.6	2	2	0.72
Central Message	0	0%	21	37.5%	24	42.86%	11	19.64%	1	1.75%	56	2.82	3	3	0.73
Total/Percentage	0	0%	113	39.93%	121	42.76%	49	17.31%	2	0.7%	283				

# SPMG 3670 RESUME RUBRIC

Term	Course Number	Course Title	Section	Course Work Due date	Course Work Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Spring Semester 2018	SPMG 3670	Practicum	01	2018-05-08	SPMG 3670 Resume Assignment Spring 2018	SPMG 3670 NACE Resume Rubric	27	17	10	1
Spring Semester 2018	SPMG 3670	Practicum	02	2018-05-08	SPMG 3670 Resume Assignment Spring 2018	SPMG 3670 NACE Resume Rubric	21	16	5	16
Fall Semester 2017	SPMG 3670	Practicum	01	2017-12-08	SPMG 3670 Resume-Pre Assignment Fall 2017	SPMG 3670 NACE Resume Rubric	21	19	2	19
Fall Semester 2017	SPMG 3670	Practicum	02	2017-12-08	SPMG 3670 Resume-Pre Assignment Fall 2017	SPMG 3670 NACE Resume Rubric	27	24	3	24

## THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4686 NACE Resume Rubric

### NACE Resume Rubric

Criteria	# (4)Resume should effectively land you an interview.	% (4)Resume should effectively land you an interview.	# (3)Resume could land you an interview (borderline case).	% (3)Resume could land you an interview (borderline case).	# (2)Resume is average, needs improvement to rise to the top of the stack.	% (2)Resume is average, needs improvement to rise to the top of the stack.	# (1)Resume needs significant improvement and would be discarded during screening	% (1)Resume needs significant improvement and would be discarded during screening	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Format	20	66.67%	8	26.67%	2	6.67%	0	0%	0	0%	30	3.6	4	4	0.61
Education Section	19	63.33%	9	30%	1	3.33%	1	3.33%	0	0%	30	3.53	4	4	0.72
Experience Section	16	53.33%	12	40%	1	3.33%	1	3.33%	0	0%	30	3.43	4	4	0.72
Honors/Activities/Leadership	6	20%	10	33.33%	4	13.33%	10	33.33%	0	0%	30	2.4	3	1	1.14
Total/Percentage	61	50.83%	39	32.5%	8	6.67%	12	10%	0	0%	120				

# SPMG 4584 ORAL COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	Course Work Due date	Course Work Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2017	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	2017-12-08	SPMG 4584 Elevator Speech Fall 2017	SPMG 4584 Oral Communication Rubric	29	18	11	18
Spring Semester 2018	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	2018-05-08	SPMG 4584 Elevator Speech Spring 2018	SPMG 4584 Oral Communication Rubric	47	39	8	39

**THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4584 Oral Communication Rubric**

SPMG 4584 Oral Communication Rubric															
Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Organization	0	0%	16	28.07%	32	56.14%	9	15.79%	0	0%	57	2.88	3	3	0.65
Language	0	0%	18	31.58%	28	49.12%	11	19.3%	0	0%	57	2.88	3	3	0.7
Delivery	0	0%	27	48.21%	19	33.93%	10	17.86%	1	1.75%	56	2.7	3	2	0.75
Supporting Material	0	0%	31	54.39%	18	31.58%	8	14.04%	0	0%	57	2.6	2	2	0.72
Central Message	0	0%	21	37.5%	24	42.86%	11	19.64%	1	1.75%	56	2.82	3	3	0.73
Total/Percentage	0	0%	113	39.93%	121	42.76%	49	17.31%	2	0.7%	283				

# SPMG 4584 WRITTEN COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	Course Work Due date	Course Work Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2017	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	2017-12-08	SPMG 4584 Career Plan Assignment Fall 2017	SPMG 4584 Written Communication Rubric	29	18	11	18
Spring Semester 2018	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	2018-05-08	SPMG 4584 Personal Career Plan Spring 2018	SPMG 4584 Written Communication Rubric	47	40	7	40

**THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4584 Written Communication Rubric**

SPMG 4584 Written Communication Rubric															
Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Context of and Purpose for Writing Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).	0	0%	10	17.24%	45	77.59%	3	5.17%	0	0%	58	2.88	3	3	0.46
Content Development	1	1.72%	9	15.52%	45	77.59%	3	5.17%	0	0%	58	2.86	3	3	0.51
Genre and Disciplinary Conventions Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).	1	1.72%	7	12.07%	47	81.03%	3	5.17%	0	0%	58	2.9	3	3	0.48
Sources and Evidence	0	0%	0	0%	1	100%	0	0%	57	98.28%	1	3	3	3	0
Control of Syntax and Mechanics	0	0%	8	13.79%	47	81.03%	3	5.17%	0	0%	58	2.91	3	3	0.43
<b>Total/Percentage</b>	<b>2</b>	<b>0.86%</b>	<b>34</b>	<b>14.59%</b>	<b>185</b>	<b>79.4%</b>	<b>12</b>	<b>5.15%</b>	<b>57</b>	<b>19.66%</b>	<b>233</b>				

# SPMG 4686 NACE RESUME RUBRIC

Term	Course Number	Course Title	Section	CourseWork Due date	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2017	SPMG 4686	Internship	01	2017-12-08	SPMG 4686 Resume Assignment Fall 2017	SPMG 4686 NACE Resume Rubric	11	10	1	9
Spring Semester 2018	SPMG 4686	Internship	N01	2018-05-08	SPMG 4686 Resume Assignment Spring 2018	SPMG 4686 NACE Resume Rubric	12	10	2	10
Spring Semester 2018	SPMG 4686	Internship	N02	2018-05-08	SPMG 4686 Resume Assignment Spring 2018	SPMG 4686 NACE Resume Rubric	10	8	2	8

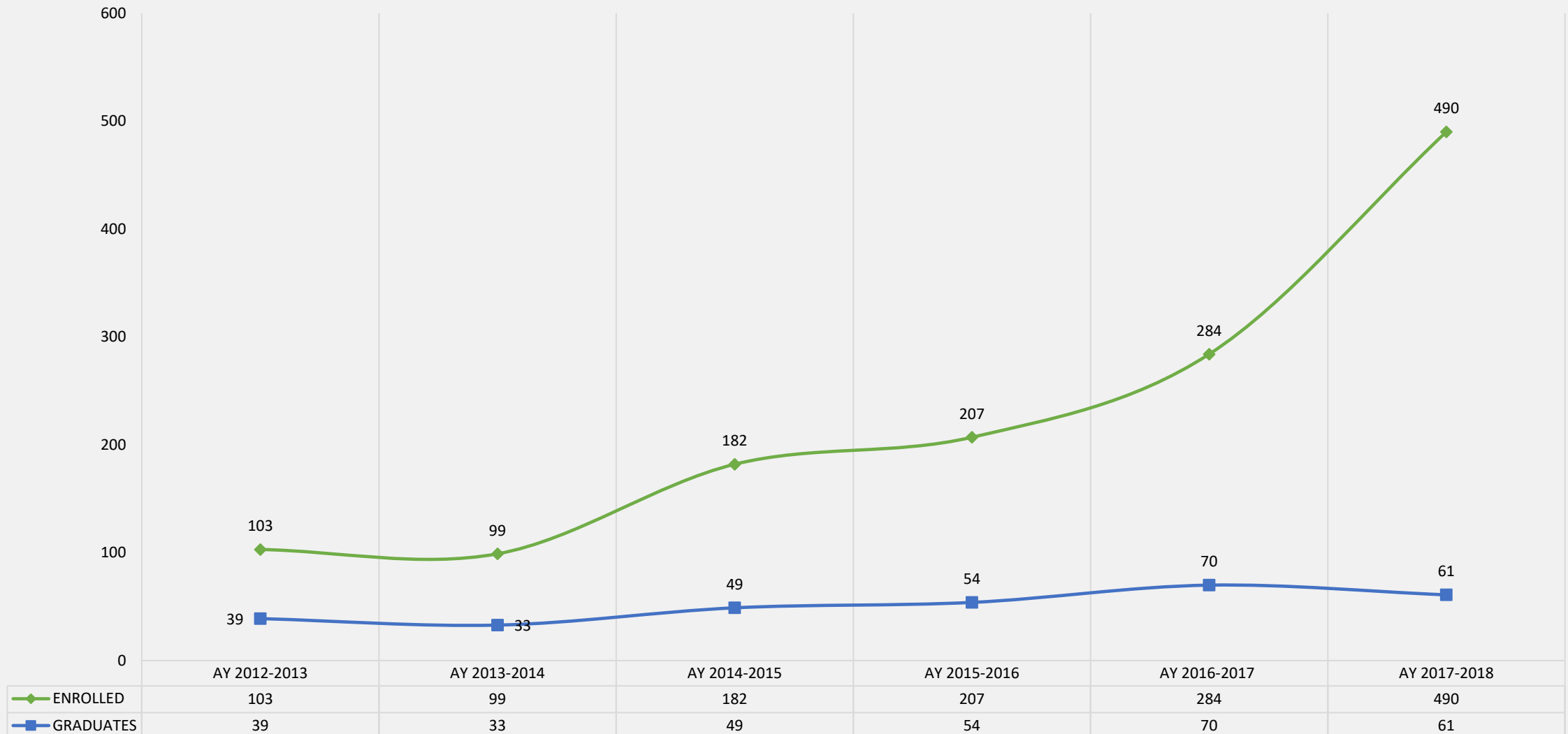
## THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 3670 NACE Resume Rubric

NACE Resume Rubric																
Criteria	# (4)Resume should effectively land you an interview.	% (4)Resume should effectively land you an interview.	# (3)Resume could land you an interview (borderline case).	% (3)Resume could land you an interview (borderline case).	# (2)Resume is average, needs improvement to rise to the top of the stack.	% (2)Resume is average, needs improvement to rise to the top of the stack.	# (1)Resume needs significant improvement and would be discarded during screening	% (1)Resume needs significant improvement and would be discarded during screening	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation	
Format	4	6.78%	36	61.02%	19	32.2%	0	0%	1	1.67%	59	2.75	3	3	0.57	
Education Section	2	3.39%	36	61.02%	20	33.9%	1	1.69%	1	1.67%	59	2.66	3	3	0.57	
Experience Section	3	5.17%	32	55.17%	22	37.93%	1	1.72%	2	3.33%	58	2.64	3	3	0.61	
Honors/Activities/Leadership	2	3.39%	17	28.81%	27	45.76%	13	22.03%	1	1.67%	59	2.14	2	2	0.79	
Total/Percentage	11	4.68%	121	51.49%	88	37.45%	15	6.38%	5	2.08%	235					



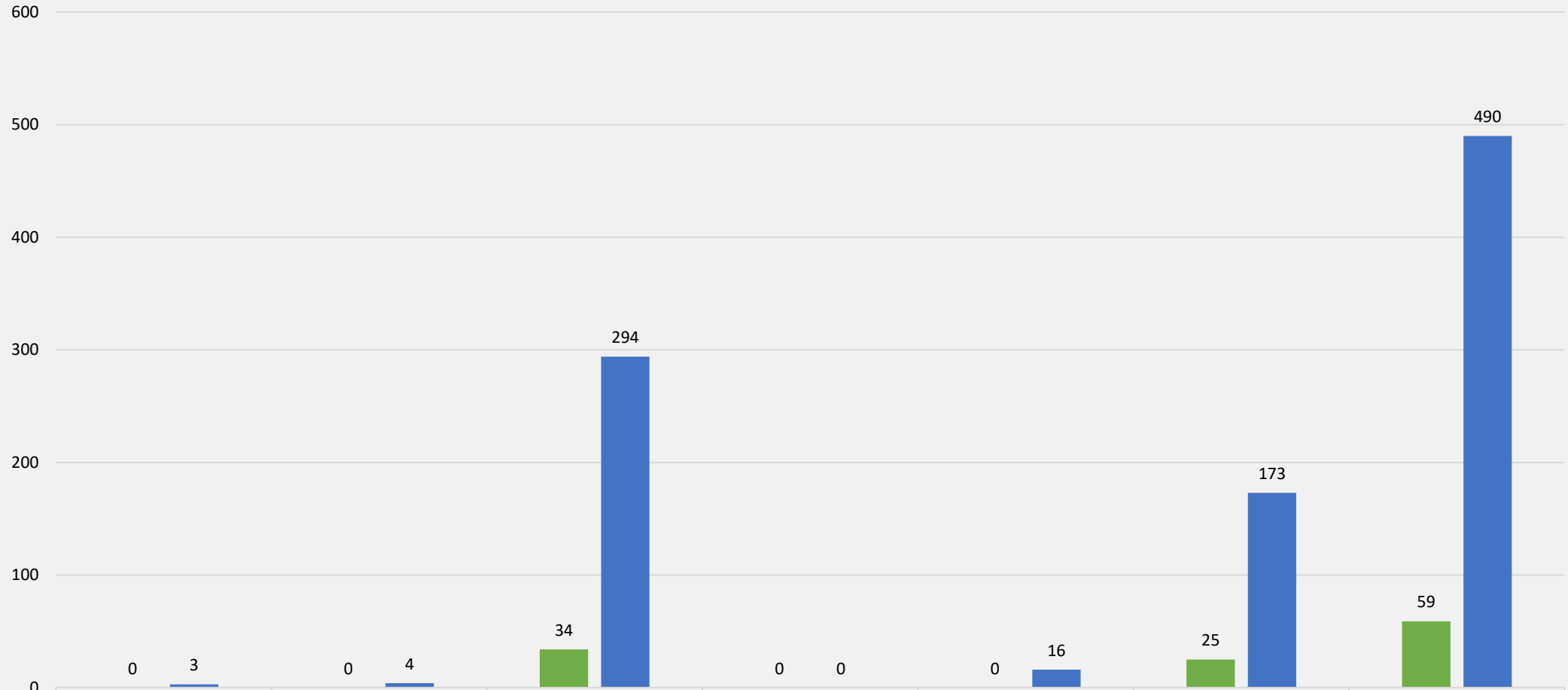
# ENROLLMENT & GRADUATE DATA TRENDS

## B.S. SPORT MANAGEMENT ENROLLMENT & GRADUATE DATA TRENDS



# RACE – GRADUATES AND ENROLLED MAJORS FOR ACADEMIC YEAR 2017-2018

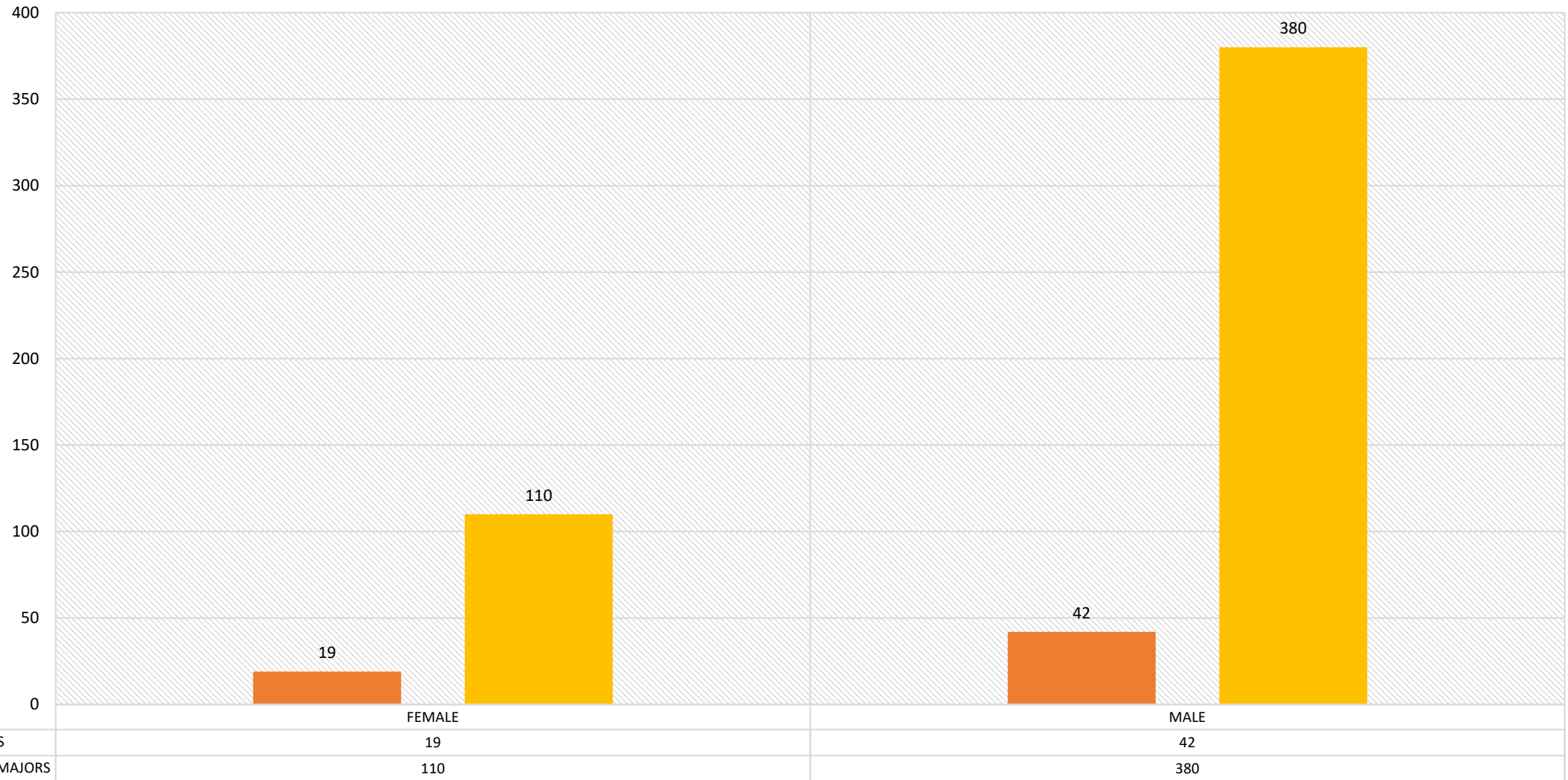
RACE - B.S. SPORT MANAGEMENT FOR GRADUATES AND ENROLLED MAJORS FOR AY 2017-2018



■ GRADUATES  
■ ENROLLED MAJORS

# GENDER – GRADUATES AND ENROLLED MAJORS FOR ACADEMIC YEAR 2017-2018

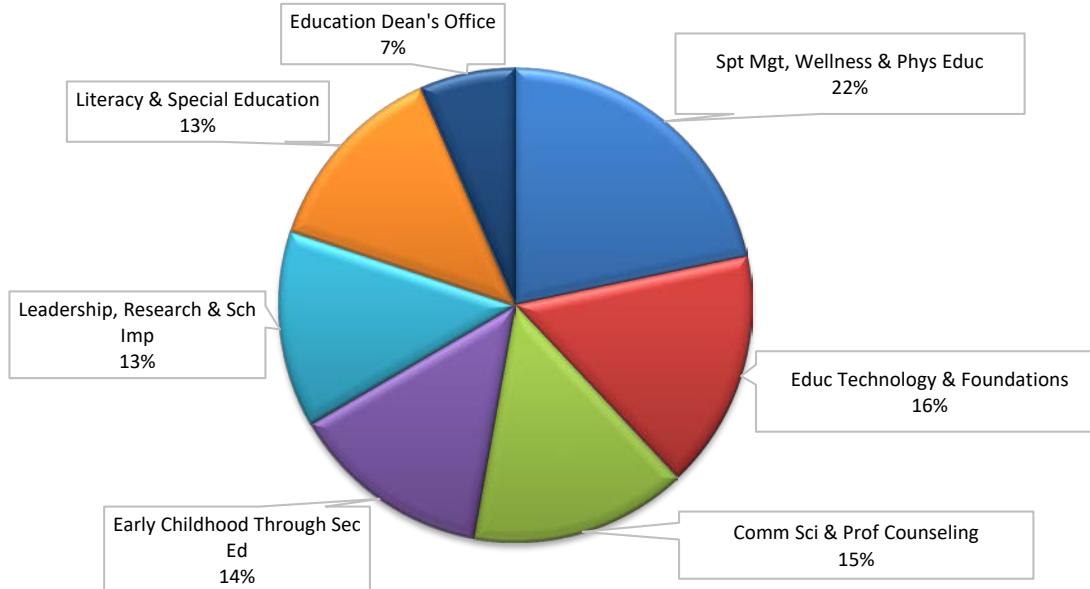
## GENDER - B.S. SPORT MANAGEMENT FOR GRADUATES AND ENROLLED MAJORS FOR AY 2017-2018



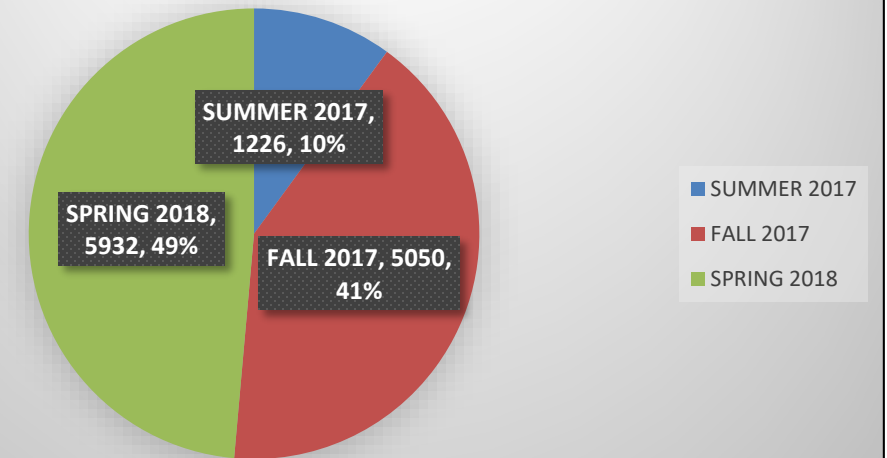
# CREDIT HOUR PRODUCTION

TERM	SUMMER 2017			FALL 2017			SPRING 2018			Total by ROWS		
DEPT	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS
Spt Mgt, Wellness & Phys Educ	456	622	1226	2054	2202	5050	2309	2432	5932	4819	5256	12208
Educ Technology & Foundations	854	921	2562	1111	1090	3333	1093	1221	3279	3058	3232	9174
Comm Sci & Prof Counseling	614	893	1922	1093	1453	3377	996	1410	3044	2703	3756	8343
Early Childhood Through Sec Ed	363	478	1059	1217	1856	3238	1225	1732	3475	2805	4066	7772
Leadership, Research & Sch Imp	743	914	2154	939	1094	2735	921	1136	2684	2603	3144	7573
Literacy & Special Education	425	610	1192	1068	1536	3181	1071	1594	3140	2564	3740	7513
Education Dean's Office	148	199	444	525	545	1575	557	615	1671	1230	1359	3690
<b>Total by COLUMNS</b>	<b>3603</b>	<b>4637</b>	<b>10559</b>	<b>8007</b>	<b>9776</b>	<b>22489</b>	<b>8172</b>	<b>10140</b>	<b>23225</b>	<b>19782</b>	<b>24553</b>	<b>56273</b>

## CREDIT HOUR PRODUCTION FOR AY 18 FOR COLLEGE OF EDUCATION



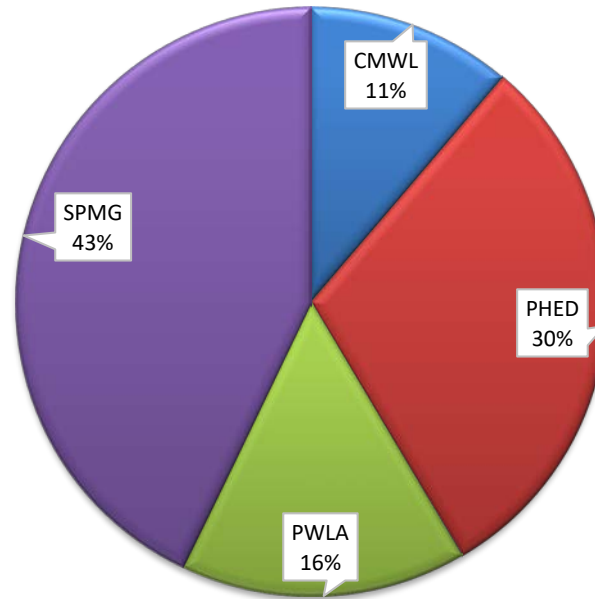
## CREDIT HOUR PRODUCTION FOR SPORT MANAGEMENT, WELLNESS, AND PHYSICAL EDUCATION FOR AY 18



# CREDIT HOUR PRODUCTION

TERM	SUMMER 2017			FALL 2017			SPRING 2018			Total by ROWS		
SUBJ	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS
CMWL	67	76	174	150	157	393	295	295	800	512	528	1367
PHED	114	116	299	629	723	1676	615	664	1720	1358	1503	3695
PWLA	138	174	216	601	620	860	608	664	841	1347	1458	1917
SPMG	137	256	537	674	702	2121	791	809	2571	1602	1767	5229
<b>Total by COLUMNS</b>	<b>456</b>	<b>622</b>	<b>1226</b>	<b>2054</b>	<b>2202</b>	<b>5050</b>	<b>2309</b>	<b>2432</b>	<b>5932</b>	<b>4819</b>	<b>5256</b>	<b>12208</b>

**TOTAL CREDIT HOUR PRODUCTION BY SUBJECT FOR AY 2017 - 2018**



■ CMWL   
 ■ PHED   
 ■ PWLA   
 ■ SPMG